THE QUILL

July, 1959





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50 Cents

A MAGAZINE FOR JOURNALISTS

1959—100th Anniversary of the Oil Industry... 70th Anniversary of Standard Oil Company

whale oil lamps to space rockets

How the oil industry helped the United States to become the world's most productive nation!



1859 Colonel Drake discovers oil—and the decline of the great whaling industry is in sight as thousands of lamp users turn from whale oil to kerosene.



1889 The automobile is in its infancy—weak and unpromising. Standard Oil Company is born on June 18, 1889. The following year the company's first research laboratory is opened at Whiting, Indiana.



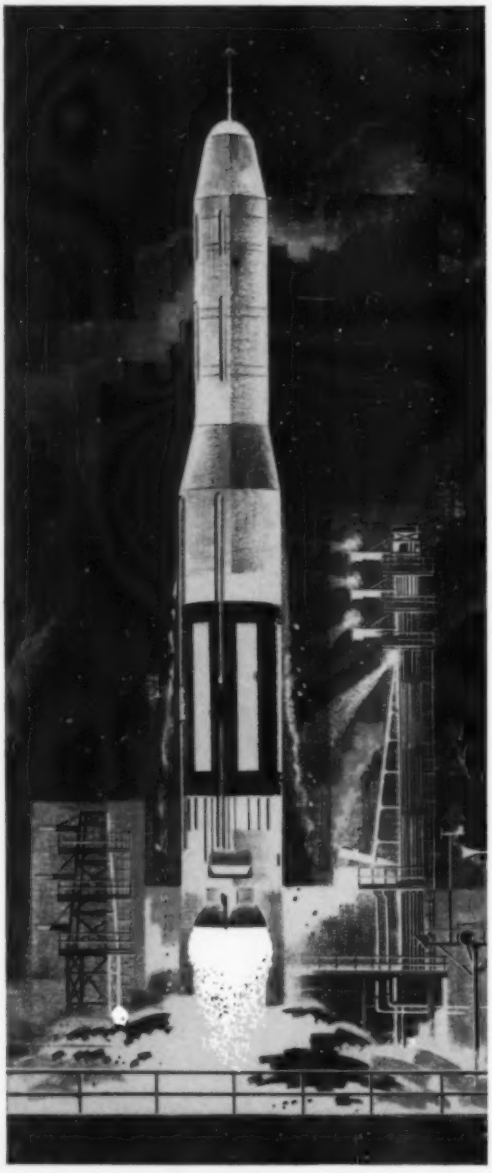
1903 Two bicycle mechanics named Wright fly an odd-looking machine at Kitty Hawk. Almost 33,000 autos are on the road, but the horse is still supreme. Standard Oil is building a new refinery at Sugar Creek, Missouri.



1911 Almost 640,000 motor vehicles are on the road. Dr. William M. Burton and Dr. Robert E. Humphreys, famous Standard Oil scientists, discover the secret of mass producing gasoline economically. The company becomes independent of all other Standard Oil companies.

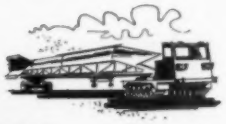


1923 The automobile is here to stay. More than 15 million motor vehicles are on the highways. Standard is the first major oil company to sell gasoline containing tetraethyl lead, anti-knock agent.





1940 The greatest demand in history for aviation fuel is near. Standard Oil puts into operation the world's first catalytic reformer, which produces higher octane gasoline than was possible before.



1959 The Space Age is dawning. New fuels and lubricants for rockets and jets come from Standard Oil laboratories to help make space exploration possible and to strengthen America's defenses. Standard Oil marks its 70th anniversary.

Here are some important developments by Standard Oil, a leader and a pioneer in petroleum research.

- How to mass produce gasoline economically. This opened the way to modern automotive transportation.
- How to recover more oil from almost-dry wells. This added billions of barrels to America's oil reserves.
- How to eliminate gasoline gumming. This meant lower repair bills for car owners.
- How to dewax motor oils efficiently. This meant better car performance and fewer trips to the repairman.
- How to make clean burning solid fuels for rockets. This was a big step forward in America's missile program.

These, and many other Standard Oil developments, have played an important part in man's progress from the horse-and-buggy age to the Space Age.

STANDARD

STANDARD OIL COMPANY
(INDIANA)

THE SIGN OF PROGRESS...
THROUGH RESEARCH

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NATIONAL OBJECTIVE: "TO ANOTHER FIFTY YEARS OF TALENT, ENERGY, TRUTH"

CARTOONIST OF THE MONTH

Jefferson D. Yohn, whose cartoon drawn especially for THE QUILL appears on the editorial page, is unique among cartoonists in that he is also editor of the editorial page of the San Bernardino, Calif., *Daily Sun* and the *Evening Telegram*. A native of Illinois, he moved to Oregon with his parents in 1931 and is a graduate of the University of Portland with bachelor and master's degrees. His first cartooning experience was on the Grant's Pass, Ore., *Daily Courier*. He has also worked for the McMinnville, Ore., *News-Register*, the Oregon City *Enterprise-Courier*, the Longview, Wash., *Daily News* and the Klamath Falls, Ore., *Herald and News*. In 1958 he won the Freedom Foundation award for editorial cartooning and the George Washington Gold Medal. He is married and has five children.



Jefferson D. Yohn

THE QUILL

A Magazine for Journalists—Founded 1912
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JULY, 1959—Vol. XLVII, No. 7

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The cover picture shows Victor E. Bluedorn, Executive Director of Sigma Delta Chi, at left, speaking at the unveiling of the Sigma Delta Chi historic plaque honoring E. W. Scripps, founder of the Scripps Newspapers, in the lobby of the new building of the Cleveland Press. Others in the picture, from the left, are Charles E. Scripps, grandson of E. W. Scripps and chairman of the board of the Scripps-Howard Newspapers, and Louis B. Seltzer, editor of the Press. At left is a portrait of Mr. Scripps.

LOOK FOR IT NEXT MONTH

THE UTICA PRIZE-WINNING STORY
By Joseph Freudenberger

NEW IDEAS FOR SUNDAY PAPERS
By Karl F. Zeisler

SOUTHERN EDUCATION REPORTING SERVICE
By James W. Carty Jr.

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How much is "public power" costing the people of your state?

Every American is taxed to pay for federal "public power," and the cost to people in your state has run into the millions.

Federal government electric power systems have already cost the nation's taxpayers $5½ billion. The list on the right shows about how much of this has been collected in each state.

If the "public power" lobbyists succeed in their plans for getting the government still deeper into the electric business, the cost will soar to $15½ billion. The cost to your state will be almost *tripled.*

Yet this spending for more and more "public power" is completely unnecessary. America's hundreds of independent electric light and power companies are ready and able to provide all the low-price electricity the nation needs—*without* depending on taxes.

These companies have doubled the supply of electricity in the past 10 years, and will double the present supply in the next 10.

Federal "public power" keeps growing because most people don't realize they are paying for it. But informed Americans can stop it.

Will *you* help spread the word?

AMERICA'S INDEPENDENT ELECTRIC LIGHT AND POWER COMPANIES

Company names on request through this magazine

ALABAMA	$ 51,700,000
ARIZONA	28,600,000
ARKANSAS	24,200,000
CALIFORNIA	564,850,000
COLORADO	52,250,000
CONNECTICUT	123,750,000
DELAWARE	32,450,000
DIST. OF COLUMBIA	36,300,000
FLORIDA	125,950,000
GEORGIA	68,750,000
IDAHO	14,300,000
ILLINOIS	400,400,000
INDIANA	132,000,000
IOWA	63,800,000
KANSAS	51,150,000
KENTUCKY	57,200,000
LOUISIANA	67,100,000
MAINE	23,100,000
MARYLAND	103,400,000
MASSACHUSETTS	194,150,000
MICHIGAN	273,900,000
MINNESOTA	90,750,000
MISSISSIPPI	23,100,000
MISSOURI	127,050,000
MONTANA	16,500,000
NEBRASKA	35,750,000
NEVADA	11,550,000
NEW HAMPSHIRE	17,600,000
NEW JERSEY	232,100,000
NEW MEXICO	19,250,000
NEW YORK	752,400,000
NORTH CAROLINA	72,050,000
NORTH DAKOTA	10,450,000
OHIO	338,800,000
OKLAHOMA	50,050,000
OREGON	50,050,000
PENNSYLVANIA	396,550,000
RHODE ISLAND	30,800,000
SOUTH CAROLINA	33,000,000
SOUTH DAKOTA	12,100,000
TENNESSEE	63,250,000
TEXAS	235,400,000
UTAH	19,250,000
VERMONT	9,900,000
VIRGINIA	91,300,000
WASHINGTON	85,250,000
WEST VIRGINIA	41,800,000
WISCONSIN	114,400,000
WYOMING	9,350,000

Amounts (to nearest $50,000) figured on the percentage of all federal taxes collected in each state. Current tax collections used as basis.

EDITORIALS

Public Domain

AMERICAN newsmen—and the public—have always assumed that speeches are in the public domain. The press has been free to make whatever use it saw fit of public addresses, from a one paragraph news item to the full text, as well as to comment upon the speech's merit or lack of merit. Last December, Vice Admiral Hyman G. Rickover, the father of the atomic submarine, startled the press by copyrighting one of his speeches and permitting "contemporaneous use only." Subsequent speeches were also copyrighted.

The Admiral's action evoked a prompt and vigorous protest from V. M. Newton, managing editor of the Tampa, Florida, *Tribune* and the militant chairman of Sigma Delta Chi's Freedom of Information Committee. The protest pointed out that the copyright not only restricted the use that could be made of the Admiral's speeches, but also prohibited subsequent criticism. While Admiral Rickover insisted that departmental regulations recognized his right to copyright material which he writes other than as a part of his official duties, he agreed to eliminate from future releases any time limitation on the use of his addresses.

● His decision, however, does not resolve the ticklish question of what constitutes the public's business and what is private business. Nor does it settle the basic issue of freedom of information, which is inherently involved. Obviously the indiscriminate use of copyright could be another device to censor information to which the public is entitled. M. B. Schnapper, editor of *Public Affairs Press,* in commenting on Admiral Rickover's letter to Mr. Newton, pointed out that freedom of the press is not a "commodity that should be dished out on a piece-meal basis by any public servant."

The *Public Affairs Press* has filed suit asking for a declaratory judgment that the Rickover speeches cannot be copyrighted, as well as a determination of what restrictions can be put on a public official's writings.

● In all, Admiral Rickover placed under his private copyright twenty-four speeches dealing with atomic submarines, nuclear propulsion, naval seapower and national defense. Washington newspapers, in reporting the controversy, pointed out that most of the Admiral's speeches were printed and distributed by the Government before they were delivered and that some of them carried the official seal of the Department of Defense. Section 8, Title 17 of the U. S. Code states there can be no copyright "in any publication of the United States Government." One of the questions the Court presumably must decide is whether the speeches of the Admiral can be construed as Government publications.

There are other questions which demand an answer. If a public official writes or speaks on the subject of his official specialty, are his words public or private property? More important, how far can an official go in restricting the use of such writings? These are questions which directly affect the public as well as the press. The answers may determine whether the unprecedented action of Admiral Rickover is to be upheld and the practice extended, or whether the basic right of the people to know will be recognized and the boundaries of the public domain clearly marked.



Drawn for THE QUILL *by Jefferson D. Yohn, San Bernardino, Calif., Daily Sun*

A Year-Round Extermination Job

Canon 35 Survey

IT IS encouraging to note that the American Bar Association is giving consideration to the possibilty of revising Canon 35. Recently a special committee of nine members of the ABA met with representatives of newspapers and radio and television stations in Washington, D. C. One of the results is a decision to explore the feasibility of making an objective study of the problem.

Significantly, the members of the bar did not stress at the meeting the old argument that cameras in the courtroom interfere with the decorum of a trial. Technological advances in photography now make it possible for pictures to be taken without most persons in a courtroom aware that a camera is being used. Instead, the lawyers insisted they favor the canon because they believe cameras and broadcasting equipment adversely affect fair trials.

● This argument is being refuted in many jurisdictions, as Allen Derr's article in this issue points out. Judges who have permitted the use of cameras in their courtrooms agree that there are no adverse effects. It would seem that the weight of the evidence is emphatically in favor of the proper use of courtroom photography, and the press has no reason to doubt the outcome of an impartial study.

In the meantime, the ABA's action should encourage other judges to lift the ban on courtroom photography and determine for themselves the validity of the case against the anachronistic Canon 35.

CHARLES C. CLAYTON

IN DEFENSE OF A STEREOTYPE

Although traffic safety is still the subject of a lot of editorial comment, more and more columns these days carry this kind of preface:

"Now that the vacation season is here, the Summer air is being crammed again with admonitions to drive carefully . . ."

The piece then unwinds to the cynical conclusion that warnings to drivers are no longer effective. ("Look at the accident record. Doesn't it prove the futility of sloganeering?")

Anyone who knows the problems of an editorial writer can appreciate his position. Traffic safety editorials are tough to compose. The subject itself has become an editorial page stereotype. Fresh approaches to the safety problem--and fresh prose to describe these approaches--are almost equally hard to come by.

We suggest, however, that the need to tell drivers to be careful is still here. We believe these well-worn words will be effective so long as reasonable people can read.

Of course there is a need for safer streets and highways and cars, and for tighter traffic laws and law enforcement. <u>But the final solution to traffic accidents is up to your readers: the drivers and the pedestrians.</u>

The Travelers Insurance Companies - Hartford, Connecticut

Personal Glimpses Of Man Who Built Scripps Newspapers

By JAMES R. YOUNG



James R. Young associate editor of the Anderson, South Carolina, *Daily Mail*, has a portrait of "The Chief," E. W. Scripps, in his office.

Sigma Delta Chi's historic site for 1959 honors the late E. W. Scripps and his first newspaper, the Cleveland, Ohio, Press. The Sigma Delta Chi plaque was unveiled on May 26 in the lobby of the new home of the Press.

THE city editor of the Baltimore, Md., *Sun* handed the cub reporter a batch of clippings for the afternoon's assignment—with a half dozen street car checks and a reminder to try for an early afternoon police boat into the harbor to board a yacht called the "Ohio."

The assignment by Managing Editor Bill Moore and City Editor Bill Knighton, the latter now White House correspondent for the Sunpapers was given with finality and emphasis because the yacht's owner, E. W. Scripps, had an evening paper in Baltimore, the *Post*, and the city desk wanted a story on the sea going "hermit" for the morning *Sun*.

● I was just out of senior year at Hopkins (a Phi Gam in Brother Baker's fraternity). Covering the Baltimore waterfront had been for the usual police docket of fights, rum running boats which were looked upon as legal in the Henry Mencken forty-ninth state area, and occasional accident cases arising from cargo ships. Yachts were rare. To reach the yacht "Ohio" I utilized a police boat to get alongside and board the sleek white vessel. The eccentric publisher-founder of the Cleveland *Press* and a string of papers, plus the *UP, NEA* and other successful commercial firms in the field of communications, would not go ashore and remained in harbors to keep away from bothersome sightseers at docks and noise.

The Scripps paper in Baltimore had a highly competent and competitive reporter covering the same waterfront beat: Clayton Fritchey, later editor of the *Post*, Public Information Director for the Pentagon and editor of the *Democratic Digest*, before he became publisher recently of a paper in Virginia. He was off duty after 3 o'clock and that gave an edge for the morning paper to feature Scripps, the owner of the *Post* and hear his views on world affairs.

The assignment failed. Scripps would see no one—not even a reporter from his paper that day or week. There was trouble abroad in the staff or crew and Scripps wanted to be up with the anchor, off to Charleston, S. C., Jacksonville and then South Africa on another world cruise—alone.

● Before the Baltimore police boat could return from its harbor inspection to pick me up from the yacht, I'd had enough conversation with deckhands to obtain first class scuttlebutt that the staff was short one male secretary. By midnight I'd sent a reminder of services available, by putting a Western Union messenger on board the police boat with a suggestion that a *Sunpaper* reporter would be willing to consider such an assignment on the "Ohio." By noon the next day the summons came and within three days I had a passport and was aboard the "Ohio" headed out to sea on the last voyage of E. W. Scripps—as Supercargo as he identified his secretaries.

"EW" enjoyed developing special situations to determine how his staff would handle them. We were at San Juan Puerto Rico (September 1925), in the harbor of course, awaiting a rush effort to search local warehouses for underwear. He wanted seven dozen size 44 union suits—who would expect to find longies in tropical countries? That was the assignment and I had to have them before sailing to the Virgin Islands.

● Puerto Rican newspaper reporters had been aboard to interview and photograph him. On a Sunday morning El Mundo appeared with six columns under a double line Page One proclamation that the multi-millionaire publisher believed the Puerto Ricans should have their independence, and they said (I am sure he did not) he would finance the cause of their liberty!

The minority party—the nationalists—then seized that publicized opportu-

BEHIND THE BYLINE

James R. Young was a cub reporter on the Baltimore, Md. *Sun* when he got the job as the late E. W. Scripps' secretary. After Mr. Scripps' death he worked on the financial desk of the *United Press* in New York before going to Japan in 1927 where for ten years he was business manager of the *Japan Advertiser*. In 1940 he was imprisoned by the Japanese for a series of *International News Service* articles. After his release from a war prison cell he wrote *Behind the Rising Sun*, which was made into a movie in 1943. James Cagney in the following year starred in a picture based on Young's life in Japan, entitled *Blood on the Sun*. Young is now associate editor of the Anderson S. C. *Daily Mail*, and the publisher of a trade paper. He was born in Rushville, Ill., which was Mr. Scripps' home town.

nity to announce that a gigantic celebration would be held, and Mr. Scripps would be the guest of honor!

● Excited Puerto Rico officials, wearing considerable gold brass epaulets and stripes, arrived by launch to inquire about the Scripps "independence movement." None of us aboard was aware of the story until one official showed us the morning paper. On the center of the front page was a typical picture of Mr. Scripps with a skull cap, cowboy boots, long whiskers and smoking a cigar. Scripps heard the commotion, sensed the trouble and we departed at once. I'm sure he enjoyed that week-end journalism escapade.

A few thousand miles later at Cape Town, South Africa, he was telling Gen. Jan Christian Smuts that "you folks have a great country—declare your independence." He seemed to enjoy these outspoken observations and the waves of approval or disapproval which they created—then we would head for another port.

At one port he gave thought to giving his yacht to another expedition. We were in the South Atlantic, at Ascension Island, a desolate dot in the ocean. Ascension was a guano center and cable relay station. Six ships a year would be a normal number of calls. In 1959, Ascension is one of our nation's radiation space communications network ears for the United States to listen and track space objects.

● We noted an American ship at anchor and observed the stern registry as the schooner "Blossom" from Cleveland, Ohio. We lowered a launch and soon made contact with the small sailing ship but found no one aboard. Ashore we located Prof. George Finlay Simmons who had been sent by the Cleveland Museum of Natural History during 1923-26, with A. E. Young, to study the ocean currents, flora and fauna. The trip was financed by Mrs. Dudley Blossom. We learned of the need for coffee, soap and some other supplies, which we had in abundance.

They were studying seventy-six species of fish, the Bosun birds with twenty-three inch tail feathers, and the hundreds of thousands of green turtles. Scripps relished turtle soup!

WHEN the Scripps yacht "Ohio" reached the Virgin Islands in the fall of 1925, Jim Young, author of this article on E. W. Scripps and private secretary to the newspaper founder, had gone ashore to mail reports to H. L. Smithton at the central office in Cincinnati. The Postmaster at St. Thomas, V. I., was a newcomer—Donald D. Hoover, a reporter from Indianapolis. In 1939, Young became a professional member of Sigma Delta Chi, University of Indiana chapter, at ceremonies in Indianapolis. Don Hoover gave him his key as a token of friendship dating from their meeting at the Scripps yacht.

The two met again, 20 years later on May 14, 1959 in New York at the 50th anniversary banquet of SDX when Young was there as a guest of a long time business associate John A. Brogan, Jr., vice president of King Features Syndicate and president of the New York chapter of Sigma Delta Chi.

● Mr. Scripps related that in his early days with the Cleveland *Press*, when many enemies and opponents were set to crush him, one person believed in his editorial policies—Mrs. Blossom. There we were in the mid-South Atlantic, the yacht "Ohio" of Cincinnati, and the schooner "Blossom" from Cleveland. He became interested deeply in their project. The Scripps interests had financed the Scripps Oceanographic Studies from La Jolla, Calif. The "Blossom" was not too seaworthy and Scripps observed that he might consider giving his "Ohio" to the expedition after his death. The details of the "Blossom's" trip appeared in the National Geographic in July 1927. Mr. Scripps died however before he committed to his will the disposal of the yacht to the Cleveland Museum as he had discussed with Simmons, the expedition's leader.

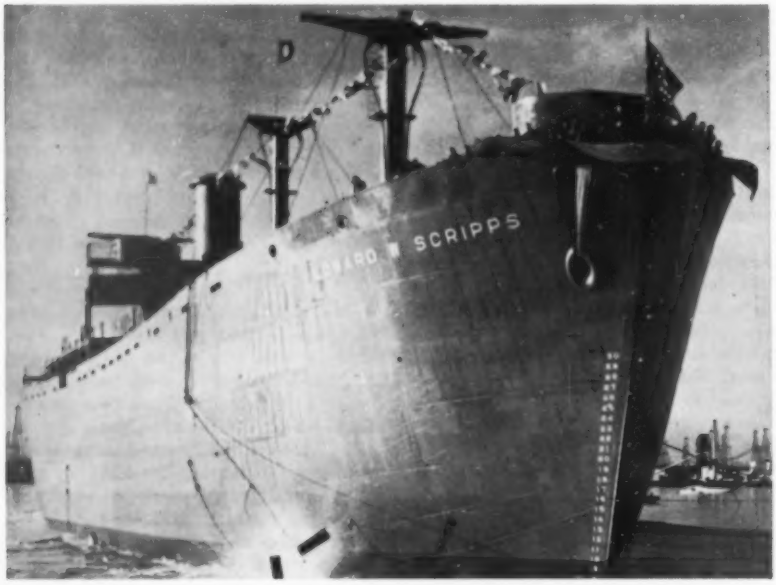
● We were a few thousand miles from newspapers offices, but the Chief kept in touch with world events by wireless. We had a tabloid daily paper aboard, "The Ohioan," with a collection of wireless brevities picked up by a veteran Morse man from *UP*, Jack O'Connell. On week-ends we would add to the wireless shorts with stories from the *NEA* service out of Cleveland, thus giving the Chief a special 12 page feature section. We printed a few copies—his was the first at the breakfast table, the others to officers, crew members and staff.

Mr. Scripps possessed an extensive knowledge on many subjects; all in all, he was a genius. He was interesting to converse with. He had great faith in young men in his concerns, saying that he wanted "young men for action and old men for counsel."

● One of the reasons given for his continuous voyage was to get into a climate which would prolong his health. However, one of his primary reasons was to "play dead"—to determine if the organization he had built would survive him; he wished to see if the young men in the concerns could carry on for another generation, the business which he had created.

The last port visited by Mr. Scripps was Monrovia, Liberia. He died on board the "Ohio," March 12, 1926 while the yacht was anchored in the harbor. Three days after his death, confirmation from the United States was given to bury him at sea. He had left written orders to be buried at sea, and in conformity with his request, his body was lowered into the Atlantic, twenty miles southwest of Monrovia.

During World War II this cargo ship, launched on the Pacific Coast, bore the name of the founder of the Scripps Newspapers and the United Press.



Idaho Judge Approves

Cameras in the Courtroom

By ALLEN R. DERR

THIS is a report on freedom of photo news coverage in the courtroom, from Moscow. Moscow, Idaho, that is!

District Judge Jack McQuade of Moscow is one of the nation's pioneer magistrates in allowing photographers in his courtroom. The policy he established in 1952 and has held to firmly since is simple.

"A trial is public," says Judge McQuade. "That means 'public' to all. If reporters are entitled to write about trials, photographers should be entitled to picture them. Besides, reporters can abuse evidence, but a photograph can't very well be abused."

● Most courts in the country still prohibit photographs during trials. Canon 35 of the Code of Judicial Ethics bans both photographers and broadcasters. But it is only a rule, not a law. In the past few years more courts have allowed photographs, but cautiously.

McQuade broke the barrier in his area in 1952 at Orofino, Idaho, when Elmer Spencer was on trial for the shooting of Robert B. Kinzer. A news photographer had been taking pictures through a door to the courtroom.



District Judge Jack McQuade sits at the bench, at right, in Orofina, Idaho as a witness is sworn in during a murder trial. It was at this 1952 trial that Judge McQuade first permitted pictures to be taken while the court was in session.

"I was not even aware of the picture taking," said McQuade. "The bailiff told me. I was afraid this might distract the trial, so I sent word that if he could take pictures without distracting attention, and if the defendent agreed, he was welcome to come into the courtroom. I didn't notice him and was unaware of any pictures taken until the next day when I saw them in the newspaper."

● Since then, Judge McQuade has continued to allow photographers in his court as long as none of the parties of the trial objected.

Says McQuade, "I have been well impressed with the efforts of the press to obtain fair, true, accurate and faithful depictions of an instant in the courtroom.

"Photographers have been fair and reasonable in not trying to distort or sensationalize or show someone at an unfair disadvantage. They have given a characteristic view of normal court proceedings. They have permitted, in effect, a person who is unable to be in a courtroom to see what it is like."

The Moscow judge does have one regret.

"We still defeat the purpose through the fact that only a sensational trial attracts the photographers, thus the public does not get a complete picture of its courts."

Although Judge McQuade did not feel in 1952 that he was doing anything unusual, apparently he was, for a controversy over allowing photographers in courtrooms still rages across the country.

Judges who oppose courtroom photography hinge their rulings on Canon 35, giving it the force and effort of law.

● Canon 35 reads in part: ". . . the taking of photographs in the courtroom during sessions of the court or recesses between sessions, and the broadcasting or televising of court proceedings are calculated to detract from the essential dignity of the proceedings, distract the witness in giving his testimony, degrade the court, and create misconceptions with respect thereto in the mind

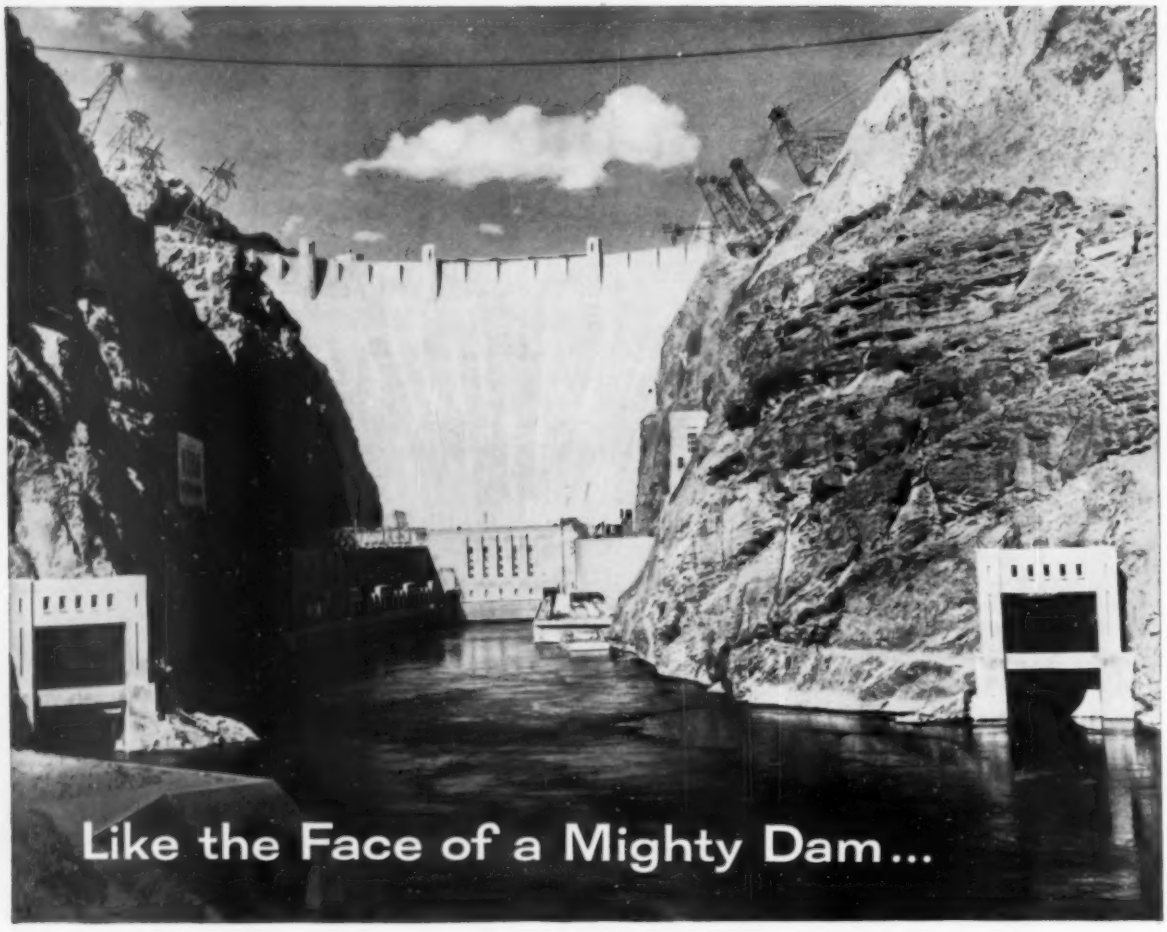
(Turn to page 18)

BEHIND THE BYLINE

In 1951 **Allen Richard Derr** was named the outstanding male graduate of the University of Idaho Chapter of Sigma Delta Chi. Following his graduation he was a reporter for the Lewiston, Idaho, *Morning Tribune*. For the last four years he has been editor and assistant executive secretary of the national magazine of Tau Kappa Epsilon and has studied law. He received a Bachelor of Law degree last month from the University of Idaho and is now an assistant in the office of Idaho's Attorney General. He is married and makes his home in Moscow, Idaho.



Allen R. Derr



there's more to Cities Service than meets the eye!



Where dams go, things grow. Floods cease, irrigation begins. Farms spring up... towns develop... and factories hum with new-found, low-cost power.

OIL'S FIRST CENTURY BORN IN FREEDOM WORKING FOR PROGRESS

Factories hum . . . jobs are created . . . commerce thrives, thanks to abundant, low-cost power. Viewing the face of a dam, however, these facts are often forgotten . . . obscured by the mighty spectacle of the dam itself.

Also forgotten . . . if known at all . . . are the facts of oil company enterprise, making it possible to drive confidently into a service station with an order to "fill 'er up." Who thinks then of far-off drilling crews, thousands of miles of pipelines, giant refineries, a fleet of supertankers, or modern research laboratories?

Yet the job could not be done without all these things. To do its share in serving the nation, Cities Service has invested a billion dollars in modern facilities...and to be ready for the even bigger job of tomorrow, it is constantly expanding. In two years, Cities Service has spent over $350 million on its progressive program.

Only in this way can America be given what it must have for progress—more jobs, more and better petroleum products.

CITIES SERVICE

Editorials on the Air Prove Potent Force

By ALVIN SNYDER



ALVIN SNYDER

THE handing down of the revised Mayflower decision in 1948, permitting advocacy by the broadcast licensee, providing that the licensee allow opposing points of view the opportunity to be heard, seems in general to have provided the broadcaster with little impetus to exercise opinion on the air. Indeed, one may wonder why, after the first Mayflower decision caused so much consternation and resentment throughout the industry, the broadcasters have not taken fuller advantage of this freedom to "editorialize with fairness" granted them by law; why they have failed to utilize the full scope of the medium at their disposal by neglecting to exercise the privilege they fought so vigorously to secure.

Speaking at the 1958 convention of the National Association of Broadcasters, Federal Communications Commission Chairman John C. Doerfer summed up the regulatory agency's attitude. "Despite the accomplishments of broadcasters in furthering the art of entertainment and, to a limited extent, the presentation of news and discussion programs," Chairman Doerfer maintained, "the broadcasters have not yet approached their potential in developing the art of commenting on the news or local problems. They should. Having fought and won the battle for the right to editorialize, the broadcasters have failed to follow up this conquest, at least to the extent expected by the Commission."

● Critics have referred to the lack of editorial opinion as a kind of "self-imposed totalitarianism," labeling television an "adman's medium, conceived in escapism and dedicated to the proposition." John Crosby, one of television's top critics, attributes the lack of broadcast comment to the fact that broadcasters have not had either the "precedent or the inclination" to editorialize.

Most certainly broadcasters have been and are sandwiched between extreme pressures, from the federal government to the most obscure pressure groups. Moreover, broadcasters are fearful of displeasing the public, sponsors, and public officials, by becoming controversial.

According to a recent survey of the effects of television editorializing, many of these fears have been disproved. A precedent has been set by *WTVJ*, Miami, Florida. Many television station officials may regard the success of the *WTVJ* editorial as a green light.

In September, 1957, *WTVJ* inaugurated a continuing daily editorial, the first of its kind on a regular basis on television.

● At the same time, with the aid of a fellowship of the Kaltenborn Foundation, this writer undertook a one-year study of public service aspects of television news programming in the Miami area. A major part of the study was concerned with determining the effects of the television editorial. Also studied were the influence of the newscaster's personality and the saliency of news in programs and in memory. For reasons of space this article will be limited to the editorializing aspect.

● The project was a combined interview-survey and content analysis. The Radio-Television-Film Department of the University of Miami, Florida, was used as a base of operation. About forty trained student researchers aided in the project supervised by Dr. Sydney W. Head, department chairman. The method of the research involved personal interviews with 400 persons, stratified by age, sex, and education; content analysis of a sample of newscasts and editorials aired during the year; evaluation of the effectiveness of the editorial in terms of its ability to spur action; structured interviews with news officials from each of the three TV stations under analysis; and observation of news operations.

Since the research was begun at the same time as the editorial, we have a one-year test of the editorial's effectiveness.

● The decision to editorialize, according to Ralph Renick, *WTVJ* Vice President in Charge of News, and deliverer of the editorial, was not "predicated on beating competition, attracting sponsors, or for any financial motive. We simply believe that with a facility of public communication at our finger tips, we should utilize our television broadcasting station to the fullest extent possible. In addition, we felt keenly the newspaper dominance over local thinking had grown even stronger in recent years, especially due to mergers. We feel that TV especially is the only hope of local citizens in getting the other side of the picture." Renick points out that the viewers did not demand that *WTVJ* enter the field of editorializing.

Renick was elevated from the posi-

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BEHIND THE BYLINE

Alvin Snyder was graduated from the University of Miami Radio-Television-Film Department in 1958. During his four years in the department he served as News Editor, producing news and information programs for the department on commercial radio and television stations in Miami. He also produced news and public service programs for the Miami educational television station. In his senior year, he was awarded a Kaltenborn fellowship, performing the research on which this article is based. He was selected as the outstanding student among about 200 majors to receive the annual Alpha Epsilon Rho service award, and was selected by *United Press International* of Florida for a like award.

He has since served as a free-lance correspondent in Berlin, Germany, and is now on the news desk at *CBS News*, New York. He is a member of Sigma Delta Chi.

In Reporting Religion

The Press Dodges

THE American press is counting its column inches of what it calls religious and church news and feeling satisfied.

The fact is, however, that the present state of religious reporting leaves much to be desired. There is too much trivia, too much reporting of religiosity instead of religion, and too many journalists who don't know the difference between the two.

But is this a concern of the secular press? Isn't this the business of the religious journal—a sort of "industrial" publication or house organ for a particular brand or breed of religion?

Let's begin by looking at the field of operation and the service attempted by the liberal journal of religious opinion, such as the *Christian Century* strives to be. The audience is that minority of thoughtful and literate people who feel that a dependable knowledge of news and ideas, necessary for successful living, must make room for the approach to events and their interpretation which is taken by intelligent people of religious faith. It is assumed that the faith which underlies our culture is a contemporary element which must be considered, that the values of western civilization inevitably find expression in history in the making as it has in history past.

● The liberal journal of Christian opinion can be the organ of no party, sect, organization or special interest seeking to influence the churches and through them the social order. It is independent. Economically it must be able to stand on its own feet and pay its own way. It endeavors to bring a critical and creative spirit to bear on contemporary questions of social, economic and political significance, showing the bearing of valid religious principles of such questions.

The liberal religious journal is profoundly concerned with all issues of human relations, national or international, ecclesiastical or cultural. And it seeks the truth, believing that discovery of truth in any field is discovery of God.

Journalistic freedom to seek and express the truth is enhanced, we believe, rather than repressed by its identification as Christian. Every paper has a creed; the liberal religious paper has the advantage of being guided by a creed compatible with the principle and practice of freedom. Marxism, which is a religion guided by dialectical materialism, has no patience with freedom and no place for anything except the party line.

● Another creed, and one which is a live option in the United States, is secularism. This is the theory that the main business of man is economic and social welfare, that welfare can be and should be separated from questions of man's ultimate destiny or from fundamental philosophy. But it simply does not stand the test of use.

The general conception today is that religious liberty is only a by-product of civil liberty, which includes freedom of the press. It assumes that having won a general freedom of political choice, we have an incidental freedom of religious choice. This is an error. It reverses the actual order.

Three men helped establish civil freedom on the basis of religious freedom.

● John Milton recognized that every act of truth telling is symbolic, signifying that rationality to which man is capable of rising. Timebound man can speak with the accents of eternity when truth stirs his soul.

In his "Second Defense of the English People" Milton said in 1654: "God himself is truth and the more honest anyone is in teaching truth to men, the more like God and the more acceptable to God he must be. It is blasphemous to believe that God is jealous of truth, and that he does not wish it to spread freely among mankind."

● Milton opposed the idea then prevalent that books should not be published until some official licensed their publication. He held such pre-censorship was not only a violation of a civil right, but was an offense against the nature given man by the Creator.

So Milton wrote his famous essay "Areopagitica," taking the title from the hill in Athens where free speech was practiced in the earliest democracy. Striking out for "liberty of unlicensed printing," he attacked the Presbyterians who then ruled England for trying to curb their critics by adopting a device which was born of the Inquisition.

"Let truth and falsehood grapple," he challenged Parliament. "Whoever knew truth be put to the worst in a free encounter? . . . For who knows not that truth is strong next to the Almighty; she needs no policies, nor strategems, nor licensings to make her victorious. . . . Give her but room, and do not bind her when she sleeps."

● The issue was freedom for the truth to circulate on any subject, he insisted, and not merely religious liberty. He argued that the licensing of books would doom intellectual life and used Spain as an example of what the Inquisition could do to sterilize the creative mind of a people. The example still stands as a warning today as it did in 1644, thanks to the Inquisition which is still in effect there.

Milton argued that licensing or precensorship is contrary to sound public policy but wrong chiefly because God is at work in history, and His will may be frustrated by censorship. He declared that truth is no "fugitive and cloistered virtue" but is perpetual progression, and without it men "sicken into a muddy pool of conformity and tradition."

● Full freedom of the press was not legally established in England until 1695, or in the United States until the adoption of the Constitution nearly a century later. It is well known that the first newspaper in the United States, *Publick Occurrences*, was suppressed in



The editor of the *Christian Century*, Harold Fey, presents a scarf knitted in America to the principal of an orphanage in Korea. During the Korean War Fey visited refugee camps throughout Korea and wrote a series of articles which helped raise money and materials for relief. He visited front line units and talked with chaplains and men under fire.

the Hard Questions

By DR. HAROLD E. FEY

1690 for lack of the very license which Milton attacked in 1644. Many were to arise and contend for freedom before it was won, but when it was won, it would take the shape foreseen by men of religion striving for freedom to speak and print as God gave them wisdom.

Another of these men of faith was John Robinson, the liberal non-conformist pastor of the Pilgrim Fathers whose writings were known in England. He preceded Milton by twenty years and helped to prepare the way for him. "Will any reasonable man deny the use and discourse of reason?" he asked.

● Robinson also made room for variety. He opposed uniformity which suppressed opinions in the name of peace: "The Spirit himself waits and violates not the liberty of the reasonable soul by superseding the faculties thereof, but approves truth to the understanding and moves the will without violence, with a rational force." If God acts thus, Robinson argued, we should follow his example and refuse to suppress actions which might, after all, be prompted by divinity himself.

A third man whose writings and statesmanship contributed mightly to freedom of expression was Roger Williams, founder of Rhode Island. He was the first to advocate complete separation of church and state. He held that the magistrate had nothing to do with religion. He denied secular power to the church and spiritual authority to the state. He insisted that a free conscience was the proper guide to conduct, and that complete religious liberty was the bulwark of civil freedom.

● Williams addressed papers containing his views to Parliament. In Rhode Island he granted absolute liberty of conscience in religion and hence in the expression of views on all other subjects. The practice of religious toleration in Rhode Island for more than a century before the American Revolution contributed to the decision finally made in 1789 to make freedom of speech, press, assembly, and the right of petition, and the separation of church and state, the substance of the First Amendment to the Constitution.

● See how freedom of the press and of speech was practiced before anybody developed a theory describing and defining this freedom. Men and women of religious faith believed they were responsible to God for their choices. They acted as they believed they must act, being impelled by their highest loyalty. The state, observing after many attempts at suppression and censorship that they could not be compelled to act differently, adjusted its concepts of liberty to permit them to do what they had to do anyway.

Today we have the freedom of the press first because the Albigensians, the Waldensians, the fathers of the Reformation, the Quakers, Baptists, and even the Jehovah's Witnesses began to behave as though they were free, regardless of consequences. We have it in the second place because men like the three I have described set forth the rationale of freedom, and especially of liberty of publication, in terms which finally were incorporated as law.

It is admitted that ecclesiastical bigotry and theological obscurantism have sometimes betrayed liberty, and that neither is dead. But they are not an essential or even a characteristic expression of true religion. Without religion we would have no freedom.





HAROLD E. FEY

● Freedom keeps breaking through successive crusts of conformity. Because man knows he is responsible to the Eternal for choices he makes, he throws aside consideration of personal consequences and uses his capacity for choice to serve his highest conception of responsibility.

Freedom and responsibility therefore meet on the highest level of commitment, and the place they meet must be guarded even against their professed friends. For example, while true religion defends freedom of expression and sharpens man's sense of responsibility before God, false or cheap religion serves as a tranquilizer of conscience and a drug to the mind.

● Vulgarization of religion today takes many forms and a responsible press will

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The *Christian Century*, which *Newsweek* recently called "America's leading Protestant weekly," last year was presented an Award for Distinguished Service in Journalism at the University of Missouri. The journal this year is in its fifty-first year of "reviewing the significant events of the world and commenting wisely upon them," as the Missouri citation read.

challenge them all. They include the peace of mind cult, the "Man Upstairs" kind of sentimentality, the nationalistic notion that God is Uncle Sam in a different set of whiskers, the superstition-mongers, the psychologizers and the mass revivalists.

They include the men who try to fasten a Christopher medal to a space missile as well as the men who urge soldiers to carry New Testaments over their hearts, not because they read them, but because they may magically stop a bullet.

The current American fashion of religiosity has been created in part by the press and should be ventilated by the press. This religiosity is the greatest single peril faced by valid religion. It spreads a thin veneer of piety over millions whose church membership is nothing more than social conformity. It throws its approval over a statistically intoxicated revivalism whose standard of success is the number of card-signing conversions it makes of people who are already church members in most cases.

● Its disservice to religion is not its use of mass media but its exploitation of a shallow and irrelevant caricature of the terrible and searching demands of the Christian gospel. Six months after a campaign in Madison Square Garden or Harringay Arena or the Cow Palace, the only observable effect of one of the emotional balls is more people clamoring for more of the same kind of excitement. Certainly the statistics of the police courts or the divorce courts reflect no change.

It is high time that the American press, and not the liberal religious press only, should venture to report and evaluate religion in depth. If politicians make a display of religion, as many of them do, their understanding of religion becomes a public question and deserves analysis by men who are trained to discriminate concerning the history and theology which are involved.

● It is impossible to discuss the great issues of civil rights, or to deal effectively with various forms of totalitarianism, or to discuss problems of human relations, without reference to the continually flowing stream which waters our liberties and keeps them green.

The liberal religious press is particularly concerned with maintaining freedom of thought and speech within the churches. It accomplishes this for the churches attended by the majority of Americans by reporting news and making interpretations in line with our heritage of freedom. It battles against efforts to impose on the churches the restrictive creed of a narrow biblicism or an ecclesiastical authoritarianism.

To battle effectively, it has to recognize that creedal devices may be used to preserve the purity of the faith but they may also be used as instruments of personal or group power. Manipulators of orthodoxy are likely if not watched to stoop to ecclesiastical McCarthyism to gain control of agencies and organizations of church life.

It is the duty of the press to ventilate such situations, to report struggles for power in religion with a candor and insight equal to its reporting of power contests in politics.

● To the trained eye, signals are flying which indicate a major change in the climate of America. Domestic disruptions over civil rights have disturbed our complacency concerning our own political system.

Sputnik and economic recession shocked us.

All of this makes us turn a critical eye, as many are observing, on our political institutions, on our educational system and on the economic order.

What is not too readily seen is that this healthy mood of reappraisal and criticism certainly will and should include religion.

The situation at Harvard University is an example. A little more than a year ago religion was riding high at America's oldest, richest and in many ways most influential university.

Since 1953, when Nathan M. Pusey became president, Harvard's Christian tradition had been reasserted. The divinity school had been strengthened. Memorial Church in the heart of Harvard Yard was awakened to new life when the President brought in George A. Buttrick, one of the ten most eminent ministers in the country.

● Dead religion could be tolerated with indifference, but religion that was a live option demanded attention. Then the *Harvard Crimson* opened a campaign to call all this into question, to assert an "equality of religions" at Memorial Church and to reduce the status of religion at Harvard to "minimal" terms.

Almost immediately a coalition took form behind the *Crimson's* campaign. Non-Christians, secularists, philosophers, nationalists, fringe church groups, and a variety of others combined to demand that the sponsors of the revival of religion at Harvard answer some of the really hard questions:

● Is any religion an acceptable center of unity for the wide-ranging intellectual quests of a university? Is the form of religion preached at Memorial Church sufficiently equipped with elements of universality for that situation? Is an "equality of religions" a valid objective and if not, in what does the asserted superiority of Christianity consist? Is the committed man unfitted to teach, or is the ideal of objectivity impossible and undesirable of attainment? Is secularism itself a creed, and is it superior to other creeds? Can any other basis be found for freedom in our culture than that which is provided in the Judeo-Christian tradition? Is any other option as live as this one today?

This situation at Harvard seems prophetic of what is about to happen to the country as a whole. "The bland led the bland" only for a short time at Harvard and now all the hard questions demand to be answered.

● Yesterday the "bland led the bland" throughout the land. Today conformities are beginning to be challenged everywhere and a cloud of criticism and questioning can be seen coming over the horizon.

Whether the storm breaks in destruction or serves only to water well planted fields depends in part on the conduct of the American press. If it fears freedom, it will duck the hard questions and run for cover, deserting the people. If it loves the precious heritage of freedom, it can serve as an instrument by which the American spirit can thresh out what still can be a glorious destiny.

BEHIND THE BYLINE

Harold E. Fey, editor of the *Christian Century,* is a Disciples of Christ minister and holds the D.D. degree from Chicago Theological Seminary, the A.B. from Cotner College, and the B.D. from Yale Divinity School.

In 1955 he visited Indian reservations in the United States and Alaska. His series of articles on "Indian Rights and American Justice" won him a citation from the National Congress of American Indians.

Dr. Fey visited the Middle East and wartime Korea, reporting his observations in the *Century.* In 1957 he conducted the *Christian Century* World Seminar in a summer round-the-world tour. He joined the *Century* staff in 1940 and has covered both world assemblies of the World Council of Churches and most religious assemblies of national scope in this country. He formerly taught in Union Theological Seminary in the Philippines—in Manila; was editor of *World Call,* the Disciples monthly; and founded *Fellowship,* organ of the Fellowship of Reconciliation. He is author of a book and several pamphlets.



DR. MARVIN ALISKY

Peruvian Press Shows American Influence

By DR. MARVIN ALISKY

"THROUGH the *UPI* and *AP* wire services, the United States is cocacola-izing South America," a young reporter charged.

"No, the Yankees are trained to print the truth. They guarantee that we know what's happening," retorted another young newsman.

The first reporter was a member of the National Federation of Journalists, the second, a member of the more conservative rival Peruvian Association of Journalists. The critical newsman was a graduate of the journalism school of San Marcos University, the pro-U.S. reporter, of the journalism school of Catholic University.

The only two journalism schools and national newsmen's organizations are headquartered in Lima. From their ranks spring such contrasting views as these.

● Among those neutral or opposed to United States policies, the symbolic Coca-Cola has been converted into a verb, to cocacola-ize, and a common noun, cocacolazation (*cocacolización* in Spanish).

Left wing weekly newspapers in Lima portray Uncle Sam as the Colossus of the North, a helmeted giant with one foot in Puerto Rico and the other at the Panama Canal, a Coke in one hand and a candy bar in the other.

Fortunately, the chief source of news for governmental and other key figures in Peruvian national life—the five Lima dailies—can be classified as objective and usually accurate.

Each of the five Lima dailies subscribes to *United Press International* service, and one of them, *El Comercio*, also gets *Associated Press* copy. Another of these dailies, *La Prensa*, supplements *UPI* news with copy from the French service, *Agence France Press* (AFP). The Italian news agency, *ANSA*, has only one Lima client, broadcasting station *Radio Miraflores*, but several small provincial newspaper members.

● Not one single newspaper or radio station in Peru gets news from *Tass*, the Russian agency. But though the Communist Party technically remains outlawed, the biggest Lima weekly, *Peru Popular*, remains openly Communistic, displaying the hammer and sickle on its masthead. Its editor, Gustavo Valcárcel, led the riots against Vice-President Richard Nixon.

On May 7, 1958, when Nixon and his wife were stoned and spat upon by a Red-led mob at San Marcos University, rank-and-file Peruvians were as shocked as North Americans. Both the Lima dailies, which generally are pro-U.S. or neutral, and the Lima weeklies, generally leftwing and anti-U.S., had been critical of United States quotas on lead, zinc, and copper imports from Peru. But politeness traditionally characterizes Peruvian person-to-person contacts.



Protest, yes; violence, no. The Nixon riots constituted extreme rudeness and national shame, according to Lima dailies' editorials. But the three leading leftwing Lima weeklies defended the mob action via contradictory verbiage, circumlocution which skipped any mention of the problem of a depressed mining industry in Arizona, New Mexico, Colorado, and Nevada.

More recently, new Peruvian editorial criticism of the United States—even in the friendly, accurate dailies—came after President Eisenhower imposed a new quota on lead and zinc imports. On October 1, 1958 the chief executive used an escape clause of the Reciprocal Trade Act. Now only 80 per cent of the average 1953-57 imports of lead and zinc are permitted to enter the United States.

● Peruvian papers have pointed out that the new cutback will reduce imports by one-third from their early 1958 high levels.

Yet Lima dailies were objective enough in editorials to admit that the quota action might be preferable to tariff hikes. The latter can only be rescinded by Congressional action. The import quota was installed by presidential proclamation and can be rescinded by similar executive action.

Comercio, founded in 1839, editorially supports the exporters, Peru's wealthy landlord oligarchy. Their property not only contains minerals, but also Peru's other export wealth, sugar and cotton crops. A morning paper, it also issues a small afternoon edition.

La Prensa editorially speaks for the importers, the newer members of the upper class and emerging middle class. Journalistically, its typography, make-up, and over-all coverage rate is tops

Peru's land area is almost the size of Alaska or twice the size of Texas. Yet its ten-million population clusters on the coast and in a few dozen cities and towns in the Andes. The northeastern jungle contains only a relatively few Indians.

among Peruvian newspapers. Like *Comercio, Prensa* emphasizes world or domestic affairs depending on their relative importance in the day's news budget.

● Peruvian circulation leader, *La Crónica* totals its circulation at 180,000 by combining figures for its morning and two afternoon editions. Sports, crime news, and cheesecake photographs crowd world affairs off its pages or into a relatively few inside-page stories. *Crónica* is tabloid in size and viewpoint.

Ultima Hora, Lima's other tabloid, hits the streets afternoons with the same news formula as rival *Crónica.* Their difference is political. With President of Peru Manuel Prado's money invested in *Crónica,* it always finds room for government news releases. Independent *Ultima Hora* does not.

Of the forty-eight radio stations in Peru, twenty of them are in the Greater Lima district. Almost every magazine published in Peru likewise can be found in the Lima metropolitan area.

As it dominates journalistically, Lima dominates Peru politically. Thus the factor of the mass media in the public opinion complex centers in Lima. Those who control the republic's economy, its public and private school curricula, its professional training, and its foreign relations reside in Lima.

● The capital city has one million population. Adjacent or nearby communities swell the Greater Lima area to 1,200,000. The only other large city in the republic is Arequipa, whose adjacent communities make the Greater Arequipa area total 200,000 population. Only a handful of cities approach or surpass the 50,000 population mark.

Linguistically, a large number of Peruvians automatically are excluded from any impact by mass media. Newspapers and radio stations communicate in Spanish. Of the republic's ten million citizens, 40 per cent speak Quechua and Aymará rather than Spanish. Thus only six out of every ten Peruvians are even Spanish-speaking.

Literacy also determines the extent of newspaper and magazine readership. With only half the nation able to read and write, the importance of Lima and Arequipa journalistically becomes even more obvious. Literacy clusters in the urban areas, dropping in percentage the lower a town ranks in population totals.

● Television completes the Peruvian mass media picture. A UNESCO educational channel went on the air early in 1958. Recently, a commercial channel began operations. The few thousand receivers can be found in the wealthier Lima homes, where magazines, newspapers, and radios already abound.

BEHIND THE BYLINE

The author, **Dr. Marvin Alisky,** Chairman of the Department of Mass Communications at Arizona State University at Tempe, spent the summer of 1958 in Peru. He previously taught at Indiana University and Trinity University, San Antonio, Texas. His journalistic experience includes newspaper and radio-television reporting in Texas and the Midwest. He has published many articles. Dr. Alisky, a specialist in Latin American and Southwestern journalism trends, holds the Ph.D. and M.A. degrees from the University of Texas.

● Among Peruvian magazines, *Vanguardia* in less than one year has gone from an unimportant periodical to a widely-quoted journal. The editor, Eudocio Ravines, stresses Peruvian and inter-American news, interspersed with hard-hitting anti-Communist editorials. He compares and contrasts Red claims with obtainable facts.

When one Peruvian Communist publicly denounced United States social policy toward Negroes, *Vanguardia* pointed out that the Red writer himself previously had written that the "Negro's superstition and primitiveness prevent his contributing to a higher culture."

Vanguardia displays its own blind spot by supporting all major moves of President Prado. For more than a year, labor-management strife has in turn halted or slowed service in banks, on trains, at gasoline service stations, bakeries. In February 1958, even the police went on strike briefly. Without police, rallies became riots.

● President Prado slapped a thirty-day suspension on certain civil rights, principally mass political meetings. To his credit, the Presdent did not muzzle the press. Lima dailies suggested that the entire Prado cabinet resign, that the suspension of a constitutional guarantee made the people lose confidence in the cabinet.

The five Lima dailies, at odds on many issues, seemed to feel the same about the cabinet: it should go. It did, though in the June reorganization some members were retained in the new cabinet.

Another outspoken magazine enjoying wide readership among public officials and other opinion leaders is the illustrated biweekly *Caretas.* Somewhat on the order of *Look* magazine in appearance, *Caretas* ranges the journalistic spectrum from sports and bathing beauty contests to serious economic affairs.

● In June 1958, the Lima papers reported that the marriage of the President of Peru had been annulled. Manuel Prado, nearing seventy years of age, prepared to marry Lima socialite Clorinda Málaga, forty-nine.

Was Prado's wife of forty-three years considered a concubine? What of the grown children from this marriage?

A four-column advertisement inserted in *El Comercio* called on Catholic women to congregate at Santa Rosa Church, near the presidential palace, "to express sorrow in this hour of trial to our faith, that has sent shudders through the hearts of Peru's Catholics."

More than five thousand women, many with rosaries in hand, paraded past the presidential palace. Among them were ladies from high society. In predominantly Catholic Peru, this story rated coverage. No newspaper nor radio newscast ignored it.

Caretas went beyond merely reporting the story. It ran a criticial letter from someone signed "Doubtful Reader." The devout Catholic reporters of the magazine researched every detail of the Prado annulment. The decision of the Lima ecclesiastical marriage officials had not been sent to the Sacred Roman Rota. Instead a committee of cardinals had judged the marriage invalid.

● Early in July, a radio broadcast by a Jesuit, Ulpiano López, explained the technicalities of canon law upon which the annulment was based.

By mid-July the controversy had ended. To the credit of the president himself, even in the heat of newspaper and magazine criticism, Prado never once hinted at press censorship.

During much of its history since becoming independent from Spain in the 1820's, Peru has lacked a really free press.

The economic depression of the 1930's brought Peru a change of dictators. When Strongman Sánchez Cerro was ousted in 1933, Peru adopted a new constitution, still in force today, providing for freedom of the press (Article 63).

However, Sánchez Cerro's successor, General Oscar Benavides, ignored the constitution. Editors who criticized his regime were jailed.

● In 1939, Manuel Prado won his first six-year term as president. The Peruvian constitution permits a second term if not consecutive. Thus Prado's 1939-1945 presidency has been followed by his current 1956-1962 term. Gradually, Prado eased the Benavides press censorship. By the time the 1945 presidential campaign began, censorship had vanished completely.

The new president, José Bustamante,

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Want to Freelance?

I Thought I'd Gag

By KEN KRAFT



KEN KRAFT

EVERYBODY seems to be chasing a little extra money these days. And—as it has always been—the small business that can be carried on at home, and which doesn't take much money to go into, is very, very popular.

Writing gags for cartoonists fills the bill in this respect. It is easily carried on at home, and one can buy the simple stationery at any dime store. He'll need a typewriter, but he can rent one of those. This makes gag writing an easy business to get out of, too, which is just as well. It is no gold mine for most of those in it. Still, it sounds like easy money to some. They may even be surprised to hear that cartoonists do not always think up their own gags, or all of them.

It isn't so strange. A television comedian has people writing jokes for him, so why not a cartoonist? The two businesses are conducted differently, but they both have the same end in view—to make people laugh.

● The main reason cartoonists have gagmen is that the cartoonists need a large and steady stream of ideas. Most cartoonists draw up a handful—sometimes a trunkful—of cartoons for every one they sell. So they may need help in thinking up gags.

Here's how it works:

If a cartoonist uses gagmen, to add variety to his work, or to increase his output, or both, any number can play. It is up to the cartoonist. Some lean on one old-reliable gagman, while those at the other extreme will look at gags from anybody who cares to spend eight cents mailing a batch (the gagmen encloses a return envelope).

To most people, gag writing looks easy. Certainly it takes less time to write a few words than a lot of them. And it can be done in bits and pieces. At any rate, a good many people think they could write gags by looking up some sharp pencils and cutting their lunch hour a little short for a few days.

● The joker is that some of them could. After all, they look at cartoons, and a gag is merely a spelled-out cartoon. For instance:

> Woman is sitting in windy back seat of open car, frowning. In front seat, large dog is sitting beside husband, and woman's coat is tucked around him. Woman is saying to husband: "Sometimes I think you're sorry you met me first!"

You might think that if this is all there is to it, the gagwriting field would quickly get overcrowded. It is. And there isn't much money in it, even as part-time work. This seldom discourages anyone from trying it. Those who keep their gags simple as well as funny, and who write enough of them, for working cartoonists, may cash in on some. They may also enjoy writing them, which helps.

The gag is usually a quick laugh on somebody, occasionally on the reader. Most of us laugh quickest at human weaknesses—male ego, female vanity, stinginess, jealousy . . . well, you know, the things they call reader-identification themes, to take the starch out of you.

Because the cartoonist has the God-given talent for drawing pictures, he gets the lion's share of the take—usually about three-quarters of what he can sell the cartoon for. The gagman gets, direct from the cartoonist, the other 25 per cent, or somewhat more if he is unusually good, consistent, established, and if the cartoonist needs him.

● If the cartoon does not sell, everybody loses. A cartoonist—a good cartoonist, too, may draw up fifty or more good gags over a month, and not sell one for more than peanuts, netting himself and gagwriters no more than postage or so on the work. And it may take years of peddling to get even that.

If a gag is going to make good money, it usually makes it in the first two or three months. Most of the expense falls on the cartoonist; his materials cost more, and he must market the finished product. But even so, 25 per cent looks pretty juicy as a gross return, to someone who has just heard about it. Tell this incipient gagman that a sales average may shake down to, say, $40 per sold cartoon, to the cartoonist, and the next thing you know, he'll be out spending his gagman's $10 cut on credit, and asking how long this pushover has been going on.

● Maybe that's as far as he takes it. But, just as a flyer, he may buckle down and think of a gag. He looks around the office where he works, and sees one of the girls stamping a pile of letters. Just then Richard, the office wolf, stops by the girl's desk, and our boy gets an idea:

> Office. Pretty girl putting stamps on letters. Standing beside desk is wolfy guy with sheet of stamps plastered on face. Boss, standing in doorway of office, is smiling and saying to assistant: "Fastest darn stamp licker we ever hired."

Well, it isn't so hot, but it's his practice swing, remember. Some are much worse. But now that our lad has

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BEHIND THE BYLINE

Writing humor is **Ken Kraft's** main stock in trade. During nine years of full-time free-lancing most of his output has been to the magazine market, but he has written a book, "Land of Milk and Omelets," to be published this Fall. Kraft earned his journalism degree at the University of Missouri in 1931, then did general, beat, and feature work on the St. Louis *Globe-Democrat* for three years before getting into several other journalistic jobs. He's a native Missourian, has called the Mississippi gulf coast home, lately moved to New York, and expects to head west "after a spell."

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invested this much thinking, he must dream up a few more gags if he wants to make up a batch and try to place them. He discovers that the easiest way to oil his brain is to look at published cartoons. He can switch situations, try new gaglines on old cartoons, or anything else that doesn't steal anybody's stuff, whole hog.

● Mother-in-law is a hardy perennial, he finds. Also the employee who wants a raise, elopements, breach of promise suits, speed cops, inventors, petty criminals, women drivers, home handymen, jilted brides-to-be, and sex. He now has eleven pegs to hang gags on, and his first one makes up the dozen, which is a handy-sized batch. If some of his finished gags look quite a bit like his published models . . . well, we're all human.

So he writes the things on 3x5 slips of paper, like the one he'll find in his pay envelope if the boss catches him at this goldbricking too often, and shoots them off to a cartoonist who seems to sell a lot of stuff, mailing them "c/o Cartoon Editor" at any magazine where the cartoonist's things appear. Our boy—let's call him Joe—encloses a return envelope for the check he expects.

The scene now switches to an upstairs bedroom of a house in Connecticut. It has a north light, and a man with India ink on his fingers has braced a chair against the door to keep the kids out. Joe's gags are among the morning mail, and the cartoonist looks at them. If Joe's horoscope is good this week, the cartoonist will scrawl: "I do all my own gags" across the note Joe enclosed, and will send the gags back. Joe will get over it.

● If, however, the mail is terrible, and the cartoonist is in a slump and sore at his regular gagmen, and is getting a little thin on top, and if one of Joe's gags might work with a little doctoring—then Joe is stuck. He's got a toe in the business. He can jerk it right out again, of course, but let's not be silly. He'll think up another batch of gags for the man, and they will come a little easier than the first dozen. Then he has to do something with the rejects, so he mails them to another cartoonist, and—well, the movie's just like the book, and there isn't any point in making that trip to Connecticut again.

So Joe sets up a filing system, to keep things straight and avoid sending the same gags more than two or three times to the same man. And he sets up another for gags being held and presumably drawn up and submitted. And, if he stays with it for a year or so, he may need a slot in the back somewhere for a couple of gags sold and amounts received. The Internal Revenue people like that, you know.

● Joe has now thought up a total of 580 gags, to his amazement when he realizes it, of which ninety-eight were held, by the ten cartoonists he has been able to catch during the year. He needs about twenty more cartoonists, so he can keep his stuff moving. He hasn't time to take care of twenty more, properly, but he has to do *something* with the returned gags. All that work? So he sends out still more queries: "Certainly enjoy your stuff. If you'd like to look at some gags, here are a few I've written with your style in mind. . . ."

Camera in Court—

(Continued from page 9)

of the public and should not be permitted."

The canon was first adopted Sept. 30, 1937.

Former U. S. Attorney General Herbert Brownell admitted in a speech recently: "It is true that there is a vast difference between setting off a blast of flash powder at the time Canon 35 was adopted and the small, silent camera now used."

● At first, judges almost uniformly treated the canon like law. With the development of faster film and camera equipment which makes pictures possible using available light—without flash—more and more judges have broken resistance and allowed pictures to be taken during proceedings in their courts.

Late in 1955, Superior Judge Thomas Jordan of Washington's Tenth District allowed photographers to take pictures in court during a murder trial at Asotin.

In April of 1957, District Judge Hugh A. Baker, sitting at Moscow for Judge McQuade, allowed photographs to be taken of the trial in which Paul D. Matovich was convicted of setting fire to a University of Idaho dormitory in which three students lost their lives. Judge Baker commended cameramen on their demeanor at the conclusion of the trial.

● Last fall Judge McQuade again allowed photographers in his court to picture the murder trial of Buddy Lee Burris at Moscow. More recently, Judge McQuade allowed photographers in court at Moscow during a child custody case involving two mothers and a woman who had brought the mothers' children from Tennessee.

Other areas are moving toward a more liberal view also. On February 27, 1957, the Colorado Supreme Court took the biggest step yet toward breaking down Canon 35 by voting to allow not only cameras, but radio and television equipment as well, in Colorado courtrooms. However, the trial judge was left with discretion as to particular cases, and still can bar cameras. And if witness or defendant object expressly, pictures cannot be taken or published.

The sensationalism of the famous Lindbergh kidnaping trial, much photographed, is said to have had much to do with enactment of Canon 35, adopted shortly after the Lindbergh case.

According to a recent report by the National Press Photographer's Association, twenty-four states still absolutely forbid the taking of pictures in their courtrooms. Photographers have been jailed for violating the ban but have never been held long in jail.

Colorado leads the liberal states today and has been joined by Arizona, South Dakota, Mississippi, Connecticut, Texas, North Carolina, Michigan and Tennessee. New York and California have in some cases allowed photographs, as have Idaho, Washington and Pennslyvania.

● Judge Vincent A. Carroll allowed photographers to picture an abortion-death case in Pennsylvania in 1956. Afterwards, he said:

"The photographers didn't interfere with the conduct of the trial as much as coughing in the spectator section of the courtroom, did. There was no disrespect shown the the court. I feel that a photographer is exactly the same as a reporter, and should be extended the same privileges.

"A picture is as important as a story, sometimes more important because it can be more accurate than a verbal description of the scene."

Criminal Court Judge Charles Gilbert of Nashville, Tennessee, was even stronger: "I believe they (the photographers) have as much right to do it (photograph courtroom proceedings) as I have to sit here as judge." Judge Gilbert, in March, 1957, became the first jurist in the nation to adopt independently for his court, rules recommended by the National Press Photographers Association, liberalizing courtroom picture taking.

Laws will have to be repealed in some states. Judges need only act in others. But the movement seems toward opening up the courtrooms of the nation to press photographers.

Once the fight is won in any particular court or state, the big test then is how the press makes use of the freedom it has gained. In this area, the press has lived up to its responsibilities and the judges who have allowed press photographers in courtrooms have spoken almost unanimous approval.

Editing the Columnists

By ROBERT H. FOWLER

SHOULD a reader in Harrisburg, Pennsylvania, really care that Gizzmo Gentzle held hands for half an hour at the Free-Load restaurant in New York with Miriam Messingale?

Does any reader anywhere want to be reminded that a Broadway columnist predicted the bust-up of some obscure theatrical couple and sure enough the divorce papers have been filed?

A new hotel in Mexico or Las Vegas may care enough about a columnist's description of its facilities to put him and his relatives up free for a week. And an airline may be willing to transport the entire entourage to the spot for the promise of a plug. But is there any ethical reason an editor should permit himself or his paper to be used, or his readers to be bored?

● Certainly not when he has nine Broadway, Hollywood, Washington and points-in-between columnists to choose from.

That's the happy situation the Harrisburg *Patriot-News* enjoys with its "Page of Reading for Relaxation," one of three pages handled regularly on the "Ivory Tower" side of the *Patriot-News* editorial department. Two columns of the five-times-a-week page are reserved for a roundup of light wire stories. That leaves six columns of space to be divided between Bob Considine, Henry McLemore, Earl Wilson, Dorothy Kilgallen, Cholly Knickerbocker, Louis Sobol, George Dixon, Irene Corbally Kuhn and Bennett Cerf. At best, only five or six of these columnists can be crowded in each day. Even then, their material must be tightly edited.

That's where the fun and the work come in—separating the kernels of genuinely interesting anecdotes and information from the chaff of manufactured quotes, commercial puffs and general inanities.

● When the "Relax" Page was established last fall, *Patriot-News* Editor James R. Doran specified these rules of thumb for editing the copy:

—No puffs for eating or entertainment spots unless they tie in with an incident of intrinsic interest.

—No obviously manufactured gags attributed to show business persons.

—Start whittling when a flood of "anecdotes" and cute sayings from one individual begins to appear; a press agent is at work.

—No plugs for records.

—No columns based on junkets to resort hotels, unless they're unusually interesting and even then edit out the puffs, if possible.

—Leave out unattributed and/or unbackgrounded political tips. (One columnist sandwiched between two routine gossip items the unqualified assertion that Adlai Stevenson would be the 1960 Democratic Presidential nominee.)

—Delete material treating adultery or other moral offenses as a joke, profanity or any item making immorality appear as acceptable behavior.

—Cut out items about persons who are either not well-known or are not accurately identified.

● In other words, Mr. Doran wanted the page tailored to the Central Pennsylvania audience which includes a high percentage of church members and a low percentage of persons who either know or care who in the heck Gizzmo Gentzle or Miriam Messingale are.



ROBERT H. FOWLER

● In line with this concept, copy from the *Patriot's* "stable" of nine columnists is handled as an eagle-eyed city editor would the first efforts of a cub reporter. Whole paragraphs, pages and even entire columns go into the waste paper basket.

During one month, we saved the chaff that resulted from this rather vigorous winnowing process. One large desk drawer was quickly filled with fragments and even entire columns that either violated the rules or simply got squeezed out in the competition for those six columns of space a day.

Some samples of the chaff:

—"Big bid reported for the current Lambs Club site of W. Forty-Fourth."

—If gold mine heiress Lila King is really pondering a second marital fling with her ex-husband, Bill Phipps, where does that leave Sam Clarke III?"

—"More fascinating than any of the old Horatio Alger Jr. stories is the success story of hotel tycoon Conrad Hilton, revealed in his autobiography, "Be My Guest," which I finally got around to reading over the weekend. . . ."

—"You can't find any recession in Palm Beach (followed by a list of the celebrities who are staying at what places and attending what night clubs).

—"My friend Gordon Gilmore, vice president of TWA, blushes easily. . . ." (Lead for an item about Gilmore being named "Boss of the Year" by the New York City Chapter of the National Secretaries Association.)

—"Restaurateur Romeo Salta finally has succumbed to the celebrity bit and named a scallopini dish after Gina Lol-

BEHIND THE BYLINE

Robert H. Fowler, is founder and editor of *Civil War Times*, a monthly magazine devoted to current articles and other comment about the Civil War period, events leading up to the conflict, and Reconstruction.

A native of North Carolina and a graduate in English from the University of North Carolina in 1950, Fowler worked five years for the Greensboro, North Carolina, *Daily News*, with time out for a Master's Degree in journalism at Columbia University in New York.

He left the assistant city editorship of the *News* to become city editor of the St. Petersburg, Florida, *Times*. For more than two years he has been on the staff of the Harrisburg, Pennsylvania, *Patriot* and *Evening News* as editorial writer.

lobrigida. But only because she really did give him the recipe for it."

—One entire column that was pointless anyway and which, besides, quoted someone as saying "I'll be GAH-DAMMED. . . ."

● Other pieces of the flotsam that accumulated so quickly included an entire column devoted to the cute sayings of New York restaurant operator Toots Shor and endless items about the divorce troubles of Cornelius Vanderbilt Whitney and Eleanor Searle Whitney and the love life of Linda Christian.

Of course it's foolish to expect the columnists to tailor their work to the tastes of Central Pennsylvania. For instance, Cholly Knickerbocker writes for a select audience of people who belong to his so-called "Smart Set." Dorothy Kilgallen is concerned first of all with her readers in the New York *Journal-American*. But too many of the columnists are getting by with free-loading and rewriting publicity blurbs. There's not much an editor can do except set aside any awe he may feel for the "Broadway column" and chop out everything that smacks of the plug and the free-load.

● What would that leave? Some pretty interesting stuff, judging from the response to the *Patriot's* "Relax Page" which enjoys a high readership.

Here are some fair samples of the "kernels" that pass the fine screen of the editing process:

—Henry McLemore when he sticks to one of his light themes.

—The sprightly interviews with which Earl Wilson often leads off his column.

—A high percentage of Dorothy Kilgallen's material because she usually gossips about people our readers are likely to know or else she adequately identifies them.

—An occasional column by George Dixon spoofing some Washington stuffed shirt.

● Not many papers have nine columnists to choose from, as does the *Patriot*. An editor may have only, say, Earl Wilson or Dorothy Kilgallen and so may feel compelled to use them no matter how good or bad their columns may be on certain days.

But there's still no excuse for passing copy which includes material which would get a local reporter either fired or severely reprimanded if he had written it.

If enough editors started treating syndicated columns exactly as they would any other copy, the "big" columnists soon would get the idea.

There's nothing like seeing his copy slashed to bring a reporter in line. Why wouldn't it work with the columnists?

Peruvian Press—

(Continued from page 16)

continued Prado's press policy. Bustamante resisted a congressional maneuver to reinstate press censorship. The president refused to sign a measure allowing censorship until a companion bill was passed nullifying the first one. That way, politicians saved face and the chief executive saved press freedom.

In 1948, the Army ousted Bustamante. General Manuel Odría headed the caretaker government. In 1950 he had himself elected president. The press censorship of 1948-50 then became extensive.

● Policemen interferred with reporters covering governmental news.

When aging Manuel Prado was again elected president in 1956, the press anticipated an end to censorship. Editors were not disappointed.

Not even the furor over Prado's second marriage prompted him to reintroduce censorship. Not even the aforementioned suspension of mass political meetings silenced the press.

The police strike was in February. The thirty-day suspension of political rallies ended in March. Before it did, more than 3,000 Peruvians marched from the heart of Lima toward the presidential palace.

● Police dispersed the crowd with tear gas. Agitators led a second crowd to the daily newspaper *La Crónica*, one of whose chief stockholders is President Prado. Ten policemen were wounded before the crowd dissolved into orderly individuals.

Only three months later, in June, the press criticism of Prado's second marriage arose. Twice in 1958 conditions propelled press criticism of the president into national prominence. Twice Prado has met the criticism without revenge or suppression.

Press freedom is becoming part of the Peruvian way of life. Given a few more years to take root, it may be traditional. Trained newsmen from the two Lima journalism schools are adding public responsibilities to the public rights in the Peruvian working newsman's creed.

Magazines, radio, and fledgling television add variety to the Peruvian information spectrum. Whatever the Lima weeklies becloud, the Lima dailies clarify.

● A shaky economy, pressured by inflation and labor union strikes, could upset the political peace and the resultant press freedom currently obtaining. If not, then alliteration sums up the communications picture: Peruvian press progress.

Air Editorials—

(Continued from page 11)

tion of News Director four months after beginning editorial comment. He is therefore the voice of management in addition to being the public voice of the station.

● He is a well established news personality, having joined the station in 1949, the year in which it went on the air. Renick has been accepted as the "voice of authority" by viewers as indicated by the research, and he possesses, because of his long association with the community, an intimate knowledge of state and local affairs. This knowledge is used as a basis for many editorials. Also used as sources upon which to build opinion are his news staff of over twenty, and the thinking of anyone on the station's staff regarding local contemporary affairs.

● When respondents were asked why they preferred to watch the Renick program instead of the others in town, 14 per cent directly attributed their reasons to the editorial. These persons explained that the editorial stimulates their thought, crystallizes issues of public concern, clarifies items not particularly clear in their minds previous to editorial discussion, and brings to light new issues which affect the community but which respondents "never really thought about," until the editorial brought them to their attention.

Many respondents who watch the program because it is more "complete" and offers "good coverage," explained that the editorial is responsible for this completeness, that they are not getting "all the facts" on other programs. Indeed, 15 per cent of those who "never watch" television news programs give as their reason that present programs are "incomplete," so they turn to other media for news.

● Respondents are more prone to watch the Renick program because it has genuine appeal to them and not for convenience motives; i.e., convenient time, precedes or follows popular program, etc. This program seems to have more definite appeal, as respondents tune in less frequently for convenience or as a lark, leading to a hypothesis that the editorial perhaps may lend more impetus for viewing than the respondent outwardly indicates. On questions asking for ways in which TV news programs could be improved, many responded that TV news programs could be improved with the inclusion of more editorial opinion.

The editorial is included in the final two to three minutes of the station's nightly state and local news program.

The majority of them have to do with local matters involving action by an official body. The object of the editorials is to "point up problems, get action from public officials, advocate progressive changes, and interpret current problems."

The editorials have made local officials cognizant of popular public thought and on numerous occasions have made these same officials make re-adjustments.

● Following a series of shotgun killings an editorial urged stronger law governing the purchase and possession of guns. "All you need is the money," said Renick in a film report of the gun row in Miami, "and in some instances, according to police, you can buy a gun using time payments. Many of the pawn shops use discretion in not selling guns to outwardly suspicious persons, but there is no law governing the sale of potential murder weapons. It may be a hot-headed young thug, it may be a callous criminal with a past record, it may be somebody in desperate straits, but all these persons with gun in hand can be potential killers. Why make it easy for them to claim innocent lives?" He went on to advocate a 24-hour waiting period before the completion of a gun sale, during which time the purchaser's name and background could be checked by police, thus curtailing the using of fictitious names. The County ordinance adoption paralleled what the editorial suggested.

● In another editorial, the station opposed a County Commission move setting an election for City of Miami voters to amend a Metropolitan Charter. "This amendment may serve to negate Metro, to strip this new form of government of its powers, to wipe out what had been labeled a progressive step in local government reform," said Renick. "We don't want to see Metro perish. We don't want to see the municipalities wiped out overnight." Successive editorials opposing the election were carried on in four other commentaries. Two weeks after the last editorial, the County voted to drop the move for the abolition election.

Another editorial involved a sixteen year-old Florida youth convicted of choking a woman and stealing $25. The suspect pleaded guilty and waived the right of trial. He was sentenced to life in prison. The suspect was Negro, the slightly shaken woman was white. Renick exclaimed that the sentence "smacked of the dark ages of the South," and was a form of "frontier justice that in recent years fortunately has faded away." Prompted by the editorial, Florida's Governor Leroy Collins wrote Renick a letter promising a review of the case.

There are numerous cases of editorial strength.

The editorial approach to the segregation issue caused one Miami newspaper critic to exclaim in glowing terms on the way in which the station met the problem "head on, and decided not to duck."

There has been no pressure from sponsors on management regarding subject matter, according to station officials.

● Renick writes all editorials himself. Records are kept of phone calls in which requests are made to present opposing points of view. Follow-ups are then made by Renick, and if the request is judged to be "well informed," and made by a "responsible spokesman," arrangements are made for the presentation of the viewpoint. Scripts are reviewed to insure against libel.

When respondents were asked what they liked or disliked about Renick as a newscaster, a surprising 37 per cent of the 69 per cent who had some comment referred to the editorial. Respondents identify Renick as being "intelligent," a response not volunteered for any other newscaster. These people maintain that Renick "knows much about local government," and "can explain everything so well." They say that they watch him because his program "provokes thought." Other comments volunteered only for Renick are that he is "not afraid to say what he thinks" and that he is "unbiased" in his reporting.

Only 3 per cent express disfavor with the editorial, saying that they do not care for a newscaster expressing his own views and qualifying by asserting that they do not agree with many of the things he has to say. It is interesting that of this critical public, 100 per cent have at least graduated from high school or have attended college.

The persons who think TV could be improved with more editorial opinion respond that "all the facts" are not being gotten on other programs and that they feel there is "more to say" about certain stories that is "not being said."

● It is perhaps most significant that even those persons who disagree with positions taken in the editorials and express disfavor with them, remain faithful viewers. Moreover, there is less adverse criticism leveled at this program than at any other program in town.

Although the decision to editorialize was not based on beating competition, the program rating, according to American Research Bureau, has doubled, giving it one of the highest ratings of any program, network or local, in town, and indicating public acceptance of news with opinion.

● Of course, these results concern just a single market, and each market has its own peculiarities. But based on the theory that many of the elements that go into making up a successful television news operation have a good deal of carry-over from one market to another, the following has been indicated:

The editorial has stimulated thought on the part of the viewer, and a significantly high percentage of the viewers has reacted favorably, many viewing the Renick program because of editorial "stimulus." A relatively small percentage dislikes the editorial, these people being primarily the better educated. Those who are well educated—those who have at least graduated from high school or who have attended college—will more frequently disagree with the thoughts expressed in the editorial than those with less education. The latter accepts the editorial with infrequent criticism. No one in the sample seems to have stopped viewing the news programs because of editorials.

● Many of the fears that deter broadcasters from editorializing have been disproved, the fears of displeasing the public, sponsors, and public officials. The *WTVJ* news operation has confirmed that there is sufficient public interest to sustain the responsible and well-defined stand on local issues. The operation has likewise displayed that, although it may be easier to program and sometimes to sell nationally syndicated material in local time, imaginative locally-originated material holds peak interest and can build a station's audience. Renick's program has shown proof that there are many issues of a local nature that require comment and interpretation and that it is the broadcaster's obligation to present the day's news in more meaningful perspective. This interpretation is inspirational to the public and lends impetus to more curiosity about the event. It provides the broadcaster with a vitally new and unexplored dimension of coverage. It enables the operation, when backed by a solid staff and an accepted newscaster, to command the bulk of tuning for its area.

According to Professor Head, "Here we have, in fact, a case history of successful realization in practice of the theory that underlies so much of the Communications Act and FCC regulations, the theory that a local broadcast service is needed to inform the electorate on local issues."

Maybe more stations will be encouraged to raise their sights.

The Book Beat

He Knew Them All

FOR more than four decades Hugh Baillie has worked for the United Press—now the United Press International. For twenty years, from 1935 to 1955 he served as its dynamic president. In this book of recollections, appropriately entitled **"High Tension"** (Harper & Brothers, New York, $4.50) he tells the story of his career, which began as a reporter for the Los Angeles, Calif., *Record* in 1910.

By the time he was 29 he was the head of the UP's Washington Bureau and had traveled with President Wilson on his famous coast-to-coast campaign for the League of Nations. Sixteen years later he had succeeded Karl Bickel as president. But Baillie was never a desk general. Newspapering was in his blood and he never ceased to be a crack reporter who spent more time in the field than in administration. During the totalitarian decade before World War II, Mr. Baillie interviewed Hitler and Mussolini, traveled in Russia and directed the coverage of the abdication of King Edward VII.

He was a war correspondent, both in World War II and in the Korean War. In vigorous prose he recalls the details of the many historic events and paints vivid pictures of the heroes and villains encountered in his 40 years of reporting for his wire service. His opinions, when expressed, are outspoken, but for the most part he is, in his own words, "a reporter all the way."

The lesson of his experiences, he points out, is the importance of freedom of information. "To me," he writes, "freedom of information is the greatest modern cause for which a man can fight. I've never regretted for a moment that I gave my life's work to this fight."—C. C. C.

Frontier Paper

FRONTIER Newspaper: The El Paso *Times,*" by John Middagh (Texas Western Press, El Paso, $6), is an excellent example of how the history of a newspaper should be written. Not only is the book informative and apparently objective, but it ties the newspaper in with the city, and because the city is El Paso, the book often reads like a novel.

The realm of coverage of the *Times*, almost since its founding in 1881, has included a portion of northern Mexico: one of the reasons for the newspaper's exciting history.

Every city has had its political intrigues, and its corrupt businessmen, but few have had only miles away, wide-open gambling, prostitution—and Pancho Villa. Mexico and Pancho Villa provided columns of copy for the *Times* and, just as often as not, bullets for the sometimes innocent El Pasoans. *Times* reporters frequently became "war correspondents" while merely covering a routine city assignment.

Despite motion pictures, and television, little of the history—the pure, exciting history of the expanding and maturing west is known. Ths book, although filling only a small portion of the void, tells, completely and interestingly, the story of El Paso and the Southwest, and the newspaper that grew up with it.

—ROBERT G. TRAUTMAN

Press and Society

"FOUNDATIONS OF AMERICAN JOURNALISM" (Florida State University, Tallahassee, $5.65) is an account of the American press, as a social institution, and its development from the weak sheets of Colonial days to the powerful metropolitan newspapers in the Civil War period. The author, Dr. Sidney Kobre, professor of journalism and director of the Institute of Media Research at Florida State University, actually begins his book with a background chapter on early man's beginning and developing efforts to communicate and another on the rise of the European newspaper. The book, although poorly printed and bound, is a contribution to the history and literature of journalism. It is based on history, but the approach is sociological, stressing the interaction of the press and society. Dr. Kobre in 1957 published *Behind Shocking Crime Headlines*, a book dealing with underlying social and personal forces which caused violent explosions of crime.

—D. W. R.

British Novels

NEWSMEN need to have a background of literature, as well as a nodding acquaintance with other fields. In **"From Jane Austen to Joseph Conrad"** (University of Minnesota Press, Minneapolis, Minn., $5.75) two members of the University of Minnesota faculty, Robert C. Rathburn and Martin Steinmann, Jr., have edited a scholarly and stimulating book of essays on the nineteenth century British novel. In addition the co-editors have contributed discussions relating the literary period of England to the preceding and subsequent centuries. There are twenty essays in this volume, each published for the first time. While the book is obviously intended primarily for literary scholars, the layman will find it both interesting and profitable.

—C. C. C.

The Scholarly Market

THE literary scholar and critic, along with editors of journals using this sort of thing, will welcome **"Publication Guide for Literary and Linguistic Scholars"** (Wayne State University Press, Detroit, $1.95), by Milton Bruce Byrd and Arnold L. Goldsmith. This is a comprehensive survey of the editorial policies of more than 180 likely periodicals, specifying the kind of material editors consider appropriate, remuneration to be expected, and helpful manuscript preparation hints.—D. WAYNE ROWLAND

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Sigma Delta Chi NEWS

NO. 80 JULY, 1959

Nixon to Highlight Final Banquet At 1959 Indianapolis Convention



Prize-winning Washington correspondent Clark R. Mollenhoff spoke before an overflow audience at the Sigma Delta Chi national awards banquet held at the Ambassador West Hotel in Chicago. The Cowles newspaper reporter said the policy of executive privilege has been used "to cover up crimes, mismanagement, 'imprudence,' 'conflicts of interests,' and a wide variety of embarrassing activities."

Vice President Richard M. Nixon will be the main speaker at the final banquet when Indianapolis welcomes Sigma Delta Chi delegates to the fraternity's 50th Golden Anniversary Convention November 11-14.

Nixon, whose family is originally from Indiana, will speak at the Riley Room of the Claypool hotel.

Eugene C. Pulliam, 1959 honorary SDX president and one of the fraternity's founders on the DePauw University campus, is already deep in plans to mark the birthday of the professional journalistic fraternity.

He announced that on the morning of November 13, delegates will board buses for a 30-mile trip to DePauw where special events are planned to commemorate the founding. DePauw President Dr. J. Russell Humbert will greet and act as host to the professional and undergraduate delegates. Lawrence Scott, publisher of the Manchester (England) Guardian, will speak at the commemorative activities. He and other leading journalists will be initiated in ceremonies in DePauw's Hall by members of the DePauw undergraduate chapter.

Evening activities include a buffet dinner and dance, and Indiana colleges and universities are cooperating with convention officials in arranging escorts for undergraduate members.

Other events include an address by John Hay Whitney, U. S. ambassador to Great Britain, the evening of November 12.

Panel discussions are planned for that afternoon, and Vincent S. Jones, executive editor of the Gannett Newspapers will present a slide review of "In 50 Years, What?"

Mrs. Harold W. Handley, wife of Indiana's governor, will be hostess at a tea for wives of the delegates.

Anton S. Hulman, Jr., president of the Indianapolis Motor Speedway will take delegates on a tour of the world-famed track on the morning of November 14.

The morning-to-night convention has been carefully planned to add balance to all functions of the fraternity, including traditional observance, and to offer constructive advice and help to undergraduate members.

Harshe-Rotman Retained by SDX To Promote 50th Anniversary

A 50th Anniversary public relations program is now off the planning board and into action.

Harshe-Rotman, Inc., Chicago-based public relations firm, has been retained to work with national magazines, newspapers, radio and television networks, and other communications media to obtain full recognition for the fraternity's many contributions to journalism.

The Sigma Delta Chi national public relations committee, in employing Harshe-Rotman, recognized that no voluntary group of members, no matter how well qualified, could find the time to carry through the many responsibilities of a good public relations program. The agency's assignment includes setting up an overall program and then doing necessary research, preparing story materials, following through with leg work, and performing the many other tasks always connected with a thorough-going effort.

To promote Sigma Delta Chi on the local level, a publicity planbook soon will be sent to all chapters. It provides prepared news releases, background material, and practical suggestions for promotional activities.

"Activities on the chapter level are one of the most important parts of the 50th Anniversary program," said Victor E. Bluedorn, exceutive director of the fraternity. "The publicity planbook will make it very easy for chapters to carry out successful programs. We expect every chapter to make full use of it."

The planbook was prepared with the knowledge that chapters must rely on volunteers to handle publicity, Bluedorn added. The workload for these volunteers will be minimized if they use the materials and suggestions that are being provided for them.

Harshe-Rotman will conduct the national program through its offices in New York, Los Angeles, and Chicago. The firm also will provide assistance and counsel to chapters who are carrying on special 50th Anniversary projects or who are preparing special materials to fit local circumstances.

Bluedorn Unveils Plaque Honoring 1959 Historic Site

Marking of an historic site to honor E. W. Scripps and his first newspaper was conducted May 26 by Sigma Delta Chi in the new home of The Cleveland Press.

Victor E. Bluedorn, executive director of the fraternity, unveiled a plaque in the lobby of the new $10 million building. It was accepted by Charles E. Scripps, grandson of the founder and board chairman of Scripps-Howard newspapers, and Louis B. Seltzer, editor of The Press.

The plaque reads:

"Edward Wyllis Scripps, 1854-1926. Progressive and enterprising publisher who founded The Cleveland Press November 2, 1878. He built a chain of newspaper enterprises across the United States on the principle: 'Devote your whole mind and energy to the service of the plain people.' Placed May 26, 1959, by Sigma Delta Chi, national professional journalistic fraternity."

In making the presentation, Bluedorn said:

"Great newspapers such as The Cleveland Press are monuments to men striving toward a great ideal. We are memorializing one of the greats of modern journalism.

"Sigma Delta Chi believes that the marking of historic sites calls the attention of the public to the heritage of a free American press. It also reminds every journalist of his individual responsibility and opportunity.

"Our fraternity's concern is with the individual journalist. Each practicing journalist must have a spirit of service and dedication to the public, above and beyond that of a trade."

Seltzer responded that the paper's great inheritance from its founder, E. W. Scripps, "is the basic and enduring pattern of ideals he gave us.

"The ideals that came from Scripps are not only going to be expressed on this plaque in the lobby, but they will be expressed in our hearts and minds," Seltzer said.

Sigma Delta Chi each year marks a site having major significance in the history of American journalism.



A plaque in honor of E. W. Scripps was placed by Sigma Delta Chi, professional journalistic fraternity, in the lobby of the new Cleveland Press building May 26. Victor E. Bluedorn, left, executive director of the fraternity, presented the memorial. It was accepted by Charles E. Scripps, center, grandson of the founder of the Press and board chairman of Scripps-Howard newspapers; and Louis B. Seltzer, right, Press editor.



New president of the Chicago Headline Club, Merritt Johnson, left, of the Chicago Daily News, chats with, left to right, tieless White Sox President Bill Veeck, Leo Fisher, Chicago American sports editor, and outgoing president Al Orton, Chicago AP bureau chief.

Veeck Rates Yanks First in '59; Receives 1,000 Trading Card Gift

The Headline Club elected new officers at the June meeting, then turned to the more serious business of listening to Bill Veeck, dynamic baseball personality who once put a midget in the lineup of the St. Louis Browns.

Veeck, now president of the Chicago White Sox, told more than 100 Headline Club members at Chicago's Press Club that (1) The Yankees will win the 1959 American League pennant; (2) The old St. Louis Browns were "ingenious. . . . Our players never lost two games the same way," and (3) His perennial feud with Chuck Comiskey about operating the White Sox "makes discussing 54 per cent of anything very difficult." (Veeck, as he spoke, owned 54 per cent of the White Sox stock.)

All this followed election of the following officers for the 1959-1960 Headline Club year, beginning in September: Merritt Johnson, Chicago Daily News, President; Denny Orphan, American Medical Assn., 1st Vice-Pres.; George Crawford, Waukegan (Ill.) News-Sun, 2nd Vice-Pres.; Bill Garry, CBS News, Secretary; and Al Balk, free lance writer, Treasurer.

Veeck, who gives White Sox fans gifts ranging from bolts and nuts to anything else which comes in quantities of 1,000, received—as a gift from the club—1,000 baseball picture bubble gum cards.

The tieless baseball executive then proceeded to tell Headline Club members that: He and his father almost went into the newspaper publishing business in Southern Illinois in the 30's; Satchel Paige and Ted Williams are the best pitcher and left-handed hitter, respectively, he's ever seen; and that Roy Sievers of Washington is the player he'd most like to have on the White Sox.

Veeck, speaking on the night the White Sox moved into first place, said: "We're in 1st by a stroke of fortune." He quieted any speculation that the Sox would win the pennant, declaring that the Yankees' ability to score runs in clusters will again skyrocket the World Champions to the American League flag.

Recalling his days as president of the now defunct Browns and referring to the midget, Veeck said, "At least he could do something no other player we had was able to . . . get on base."

Two U. S. Agents Reveal Red Life For LA Chapter

Harrowing experiences of Paul and Marian Miller, two Los Angeles residents, who volunteered to serve as undercover agents in the Communist party for the FBI, were related at a recent meeting of the Los Angeles professional chapter of Sigma Delta Chi.

The couple gave up their normal life to learn the intimate operations of the Communist program.

Mrs. Miller worked herself into the position of secretary in 1950 and then revealed herself at a Washington, D. C. hearing as a member of the FBI. Miller, who did the same work for the Hoover agency in 1939, also revealed the troubles that have dogged the couple since their disclosure; continuous threats, poison letters, phone calls at all hours, and shadowing by Communist agents.

"No Communist member leads a normal life," said Miller. "He is continually at the demand of the leaders. He must give up his circle of friends in lieu of demands by the 'party.' Meetings are suddenly called day or night and attendance is imperative. Agents may drop in at one's home at all hours without even knocking. They claim the right to inspect anything, anytime, anywhere. Nothing is private or personal," explained Miller.

"Youth is a very fertile ground for new Communist memberships. If a youngster is studying music, for example, he is invited to give a recital. The audience is stacked with 'fellow travelers' who give the performer a rousing ovation. It appeals to his vanity and he becomes a devoted member. Other appeals are made to persons who may feel inferior or lonely and they are made to seem superior. Excitement is a part of the indoctrination program engendered by parades, picket lines, or defiance of the police. Frequently secrecy is made to appeal to new members whose loyalty is even above love of family.

"Promises of anything, anytime, to anyone are justified by the Communists. The existence of God is not recognized. Jealousy and hate are basic. No child is too young to be exposed in the cradle-to-the-grave program of mongering. Every minute of every day is planned by leaders to make members live and breathe Communism constantly," Miller said.

The couple believes that organizations should include a clause in their by-laws that any person with Communist leanings should not be allowed to join. They urge education to prepare students to recognize traits of Communism.

The Millers have been commended by President Eisenhower, J. Edgar Hoover, and the American Legion. They were introduced at the Sigma Delta Chi meeting by president Tom Cameron.



Ohio Valley—Kanawha Chapter Installed at Huntington, W. Va.

The 52nd professional chapter of Sigma Delta Chi was installed recently at Huntington, West Virginia. Known as the Ohio Valley-Kanawha chapter, the group is made up of SDX men from West Virginia, Ohio, and Kentucky.

Sixteen names appeared on the charter presented to the group by Victor E. Bluedorn, executive director, who was the installing officer and principal speaker at the evening banquet.

The charter ceremony included the area men in the above picture, left to right, Vint Jennings, managing editor of the Charleston Daily Mail, and chapter vice-president; Mr. Bluedorn; Dr. Warren K. Agee, West Virginia state chairman and dean of the school of journalism, West Virginia University, Morgantown; Daniel E. Thornburgh, director of information service, Marshall College, Huntington, chapter president, and Max Fullerton, chief of Associated Press Bureau, Baltimore, Maryland. The new professional chapter got its start in October, 1958, in Huntington. Present were 13 members, including immediate past state chairman John M. Strait of Morgantown.

Already active as a group, the Ohio Valley-Kanawha chapter backed the SDX freedom of information bills in the West Virginia legislature. Plans are also being laid for setting up a speakers' bureau on journalism for high schools in the area.

Arizona State Gives Pulliam Law Degree

Eugene C. Pulliam, one of the founders of Sigma Delta Chi, was awarded an honorary doctor of laws degree during Arizona State University's 73rd annual commencement exercises.

The ASU award was the fifth honorary degree conferred on Pulliam, who has been similarly honored by Wabash College, Indiana Technical College, Baker University, and the University of Indiana.



Pulliam has been a newspaperman since his school days when he started one of the nation's first college dailies. He is one of nine DePauw University, Greencastle, Indiana, students who founded Sigma Delta Chi in 1909.

After serving as a reporter on the Kansas City Star, Pulliam took over the Atchison, Kansas, Champion at the age of 23 and became the youngest newspaper publisher in the United States.

Pulliam is now the publisher of seven newspapers in Indiana, including The Indianapolis Star and News, and two in Arizona, The Arizona Republic and The Phoenix Gazette.

The publisher and his wife, Nina Mason Pulliam, have traveled in 86 countries since 1944 to get the human, political and economic news of the world first-hand for the readers of their papers and of the 76 newspapers of the North American Newspaper Alliance.

In recognition of his outstanding service in the field of community relations, he was named one of the first two recipients of the Indianapolis B'Nai B'rith awards in 1956.

BOOKS BY BROTHERS

The Sigma Delta Chi NEWS is anxious to print notices on recent books written by members on non-journalistic subjects. Books about journalism and allied fields are reviewed in THE QUILL.

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LOVE THY NEIGHBOR, by **Edward A. Harris**, published by Exposition Press, Inc., New York, for $3.

Pulitzer Prize winning newspaperman Harris, at the outset of this hilarious account of his misadventures with man, woman, boy and beast, writes: "The fact that I am one of the most compassionate and soft-hearted human beings on the face of the earth makes doubly perplexing my inability to get along with neighbors."

Harris admits that a few of his neighbors have been "princely people" but maintains that most of them have turned out to be "addlepated boors, loutish misanthropes and born sourbellies." This rather dim view of the human race however, adds up to high comedy under his witty pen.

Harris' laugh-provoking tribulations with practically everyone have some of the flavor of the experiences of that other wonderful apostle of the wrong end of the stick, Robert Benchley, plus his own wry, ironical and appealing literary style.

Harris, a correspondent for the St. Louis Post-Dispatch, currently on a year's leave of absence, won the Pulitzer Prize in 1946 for distinguished national correspondence.

In 1957 he was awarded the Washington University Alumni Citation for "outstanding achievements," and in early 1958 received the Award of Distinction from the University of California's Department of Journalism.

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THE MERCHANTS OF LIFE, a book on the modern pharmaceutical industry by **Tom Mahoney**, published by Harper's for $3.75. Chapters are devoted to Squibb, Lederle, Wyeth, Upjohn, Searle, Abbott Laboratories, Pfizer, Merck, Ciba, Schering, Parke-Davis and other companies. It is written for the general reader as well as physicians and pharmacists.

• • •

TALK THAT GETS RESULTS, a new book by **K. C. Ingram** of San Francisco, a former newspaper and magazine writer and editor.

With illustrations from every day life, Ingram shows how to get ideas across to people, how to understand the basic drives that motivate them. He explains the power of suggestion in persuading people and the use of written, spoken and kinetic symbols in communication.

In preparing this practical, easy to read book, Ingram had the advice of Dr. S. I. Hayakawa, professor of Language Arts, San Francisco State College and editor of ETC, official magazine of the International Society for General Semantics; Dr. Mason Haire, professor of Psychology, University of California, and Dr. Chilton Bush, executive head, department of communication and journalism, Stanford University.

The book was published by McGraw-Hill.

• • •

THE GARDEN OF BABIES, by **Maxwell N. Beeler**, published by Exposition Press, Inc., of New York, has 122 pages, and sells for $3.

Help for parents in meeting an age-old problem will be found in this book. The author wrote it in answer to his own children's queries about their origin.

"I came home one evening," Beeler explains, "to be greeted by the customary glee of my three children and an unwonted gravity on the part of their mother. It was the day we had dreaded. Our first-born had become suddenly and persistently curious about his advent into the family. That night his mother recounted his queries and added that something had to be done—and that I had to do it. I did—by writing *THE GARDEN OF BABIES*. Each story was read to the children as it was written. When we had finished, the mysteries of their origin had been explained."

The book follows the adventures of the family as they study and learn in their own yard and garden. It consists of 14 stories, each describing the reproduction processes of selected plants and animals, beginning with examples of the most simple forms of life and leading up through more complex organisms to humankind.



Curt Small, editor and publisher of the Harrisburg, Illinois, Register, third from left, president of the Southern Illinois professional chapter, lays a wreath on the grave of Irvin S. Cobb in Paducah, Kentucky, during the chapter's annual spring outing. Other chapter members attending the ceremony are from left, Roy Small, Harrisburg, Elmo Donze, St. Genevieve, Missouri, and Lucien File, Chester, Illinois.

Favorite Story Department

A string correspondent's life in a small town is not always humdrum. Gilson Wright of Oxford, Ohio, frequently found wonderful human interest stories and occasionally they were touched with humor.

For example, a chronic bad check passer was thrown into the local hoosegow recently. He was not one of the brightest men in town but, when he decided to earn an honest living, he was a good worker.

So the judge had a little talk with him back in his cell.

"Joe," said the judge, "I know you and you know me. Now let's quit kidding one another. You know you wrote these bum checks and I know it. It will go easier for you if you simply tell the truth when you go into court."

"No sir, judge," said the defendant. "I ain't going to say nothing. I'm going to claim the Fifth COMMANDMENT."

"Are you sure you know what the Fifth Commandment is, Joe?" asked the judge.

"Yes, sir. 'It's Thou Shalt Not Talk,'" said Joe.

★ ★ ★ ★ ★ ★ ★ ★ ★

He who is not grateful for the good things he has, would not be happy with what he wishes he had.

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New Members

The following journalists have been elected as members by the National Executive Council and have been enrolled on the records of the Fraternity.

David S. Arthurs, publisher, Palatka Daily News, Palatka, Florida; **Walter B. McMullen**, city editor, Gainesville Daily Sun, Gainesville, Florida; **Berwyn Frank Burke**, editor-publisher, The Hailey Times, Hailey, Idaho; **Lewis E. Hower**, editor and publisher, Emmett Messenger-Index, Emmett, Idaho.

Sandor S. Klein, Idaho manager, United Press International, Boise, Idaho; **R. Joseph Botsford**, reporter, Milwaukee Sentinel, Milwaukee, Wisconsin; **Wayne A. Gaedtke**, day city editor, Milwaukee Sentinel, Milwaukee, Wisconsin; **Leonard Scheller**, copy reader, Milwaukee Journal, Milwaukee, Wisconsin.

Declan Edward Whelan, managing editor, Leader-Telegram, Eau Claire, Wisconsin; **Carol W. Cross**, reporter, Vallejo Times-Herald, Vallejo, California; **Henry C. MacArthur**, owner-manager, Capitol News Service, Sacramento, California; **Donald Ernst Phillips**, reporter, Marion Republican, Marion, Illinois.

Presley Eugene Bryant, state editor, Star-Telegram, Fort Worth, Texas; **Edward H. Capers**, city editor, Fort Worth Star-Telegram, Fort Worth, Texas; **John Nunn Parker**, editorial writer, Fort Worth Star-Telegram, Forth Worth Texas; **C. L. Richhart**, reporter, Fort Worth Star-Telegram, Fort Worth, Texas; **George Edward Smith**, photographer, Fort Worth Star-Telegram, Fort Worth, Texas.

John Howard, journalism instructor and newspaper adviser, Fargo Senior High School, Fargo, North Dakota; **Forrest J. Troy**, city hall reporter, Tulsa Tribune, Tulsa, Oklahoma; **Joe Harmon Wilson**, sports editor and news reporter, Belleville News-Democrat, Belleville, Illinois.

Stanley W. Atkins, correspondent, Associated Press, Mobile, Alabama; **Edward P. Badger**, assistant city editor, The Birmingham News, Birmingham, Alabama; **Robert G. Bozeman, Jr.**, editor and publisher, Evergreen Courant, Evergreen, Alabama; **James H. Couey, Jr.**, assistant general manager, The Birmingham News, Birmingham, Alabama.

Charles E. Davis, news director WAPI-TV, Birmingham, Alabama; **Alvin L. Fox**, executive editor, The Gadsden Times, Gadsden, Alabama; **Jones W. Giles**, manager, Alabama Press Association, University of Alabama; **William P. Henry**, news director, Montgomery, Alabama.

Davenport Smith, news director, WBRC, Birmingham, Alabama; **Hugh W. Sparrow**, political reporter and capital correspondent, Birmingham News, Birmingham, Alabama; **Alex Thomas**, city editor, Huntsville Times, Huntsville, Alabama; **Rex N. Thomas**, correspondent, Associated Press, Montgomery, Alabama.

Robert Bailey, managing editor, Buhl Herald, Buhl, Idaho; **John N. Reddin**, editorial writer, Milwaukee Journal, Milwaukee, Wisconsin; **C. A. McKnight**, editor, The Charlotte Observer, Charlotte, North Carolina; **Holt McPherson**, editor, The High Point Enterprise, High Point, North Carolina; **Miles Wolfe**, executive editor, Greensboro Daily News, Greensboro, North Carolina; **John E. Walker**, news photographer, Tulsa Daily World, Tulsa, Oklahoma.

Karl Erik Elmquist, editor, Texas A&M, Texas Aggie (The Association of Former Students), College Station, Texas; **Edward Marion Holder**, news editor, Bellville Times, Bellville, Texas; **Charles G. Scruggs**, associate editor, Progressive Farmer, Dallas, Texas; **Richard H. Dietz**, news director, WAKR radio and television station, Akron, Ohio.

Elder A. Fisher, news director, radio station WHKK, Akron, Ohio; **Joseph Holman Baird**, news editor for DeKalb New Era and correspondent for Christian Science Monitor, Decatur, Georgia; **Robert D. Fowler**, executive editor, Times-Journal, Inc., Marietta, Georgia.

George K. Hinton, reporter, Macon Telegraph, and journalism instructor at Mercer University, Macon, Georgia; **Marion Johnson**, manager, photo department, Atlanta Newspapers, Inc., Atlanta, Georgia; **Paul Jones**, TV columnist and drama critic, The Atlanta Constitution, Atlanta, Georgia; **Charles Norris Martin, Jr.**, editorial associate and advertising manager, Atlanta's Suburban Reporter, East Point, Georgia.

Luther Durwood McAlister, news editor, The Atlanta Journal, Atlanta, Georgia; **Albert Raymond Moore**, TV news editor, station WSB-TV, Atlanta, Georgia; **Reginald Murphy**, bureau chief, Macon Telegraph and News, Macon, Georgia; **William H. Parr**, state capitol reporter, Atlanta Journal, Atlanta, Georgia.

William L. Peart, business representative, United Press International, Atlanta, Georgia; **McKenzie A. Perry**, editor of Metropolitan Herald and president of Georgia Press Association, Atlanta, Georgia; **Kenneth Gibson Rogers**, chief photographer, Atlanta Journal-Constitution Sunday Magazine, Atlanta, Georgia.

John Russell Somerville, editorial cartoonist, The Atlanta Journal, Atlanta, Georgia; **Edwin C. Osborn**, sports director, Rio Grande Valley Group, Harlingen, Texas; **Gleed Gaylord**, business manager of The Independent Magazine and vice president and secretary of Creel Publishing Co., Kansas City, Missouri; **Norman Williams Alley**, western manager, Hearst Newsreels, Los Angeles, California.

Harry L. Sonneborn, special news editor, The Milwaukee Journal, Milwaukee, Wisconsin; **Edward J. Gerrity, Jr.**, news manager, International Telephone and Telegraph Corporation, New York, New York; **Max B. Bicknell**, newscaster, KMBC Broadcasting Co., Kansas City, Missouri.

James R. Hickman, radio-TV newsman, KMBC Broadcasting Co., Kansas City, Missouri; **Roy J. Dunlap**, columnist, St. Paul Dispatch and Pioneer Press, St. Paul, Minnesota; **Glenn Hage**, publisher and editor, Kanabec County Times, Mora, Minnesota; **Richard P. Kleeman**, education reporter, Minneapolis, Minnesota.

Orville E. Lomoe, executive editor, Duluth Herald-News Tribune, Duluth, Minnesota; **William E. Macklin**, editor, New Ulm Daily Journal, New Ulm, Minnesota; **Harold Robert Meier**, assistant news director, KSTP-TV, Minneapolis, Minnesota.

Wallace Mitchell, political reporter, Minneapolis Star, Minneapolis, Minnesota; **Robert E. Murphy**, reporter-film critic, Minneapolis Star, Minneapolis, Minnesota; **Franklin Rogers**, managing editor, Mankato Free Press, Mankato, Minnesota; **Clifford Simak**, news editor, Minneapolis Star, Minneapolis, Minnesota.

Daniel Upham, executive assistant editor, Minneapolis Star and Tribune, Minneapolis, Minnesota; **Robert Weber**, writer-reporter, Minneapolis Star, Minneapolis, Minnesota; **Wilson Hall**, commentator, National Broadcasting Company, New York, New York; **Woodrow Wirsig**, editor, Printers' Ink, New York, New York.

Samuel G. Blackman, general news editor, Associated Press, New York, New York; **George B. Case**, special services manager, Newspaper Enterprise Assn., Inc., New York, New York; **Richard F. Dempewolff**, eastern editor, Popular Mechanics Magazine, New York, New York.

Otho DeVilbiss, The Elks Magazine, New York, New York; **A. Holmes Fetherolf**, reporter, The Wall Street Journal, New York, New York; **Irving J. Gitlin**, director of public affairs, CBS, New York, New York.

Ernest V. Heyn, editor, The American Weekly, New York, New York; **Lawrence Lowenstein**, director of press information, CBS Television, New York, New York; **Melvin L. Murray**, news director and general manager, WFOB, Fostoria, Ohio.

Obituaries

Warren D. Leary (Wis-Pr-'53), 77, owner of the weekly Rice Lake (Wis.) Chronotype, died May 19 after a three year illness.

Llewellyn B. White (UKn-'23), 59, of Washington, D. C., died May 15 of a coronary thrombosis.

Rex W. D. Smith, Jr. (NU-Pr-'47), 58, retired vp for public relations of American Airlines in New York City, died May 17 of cancer.

Guy S. Cunliffe (Clm-'24), 55, business editor of the Montreal (Que.) Gazette, died May 21.

James Wright Brown (Nal H-'21), 85, Chairman of the Board of Editor & Publisher, died May 30 of cancer.

Kenneth Barber (Ill-'16), advertising manager for Danley Machine Specialties in Cicero (Ill.), died May 24.

Tenold R. Sunde (NYC-Pr-'58), 56, special features editor of the N. Y. Daily News.

Jack Erickson (Neb-'33), of Des Moines (Ia.) died January 5.

Everett Edwin Trout (Den-'20), of Springfield, Ohio, died December 23, 1958, after being hospitalized one year.

Charles G. Burke (ND-'25), 56, manager of station KXGO in Fargo, N. D.

Chapter Activities

SOUTH DAKOTA—Maj. James G. Bridwell, information service officer at Ellsworth Air Force Base, spoke at the Rapid City spring meeting of Sigma Delta Chi.

He discussed non-technical aspects of missile warfare and explained the recent development of missile bases in the Rapid City area. The dinner meeting was preceded by an initiation of new members.



ATLANTA—Six award-winning high school journalists were honored by the Atlanta chapter of Sigma Delta Chi at its May meeting. The youthful newsmen, chosen for their ability to edit and write for high school publications, received certificates from Lee Rogers, chairman of the fraternity's contest.

Guest speaker John Popham, executive editor of the Chattanooga Times, discussed challenges the modern reporter faces and will face in the future. "More demanding skills than ever are required for the modern reporter," he said. "This country, and the South in particular, is in the most fantastic environmental change in its history.

"Tremendous complexities," he said, "are arising from technological breakthroughs in science, ever-growing world population and changing power structures. These are the things communications and reporters must be prepared for," he said.

Accepting awards from Rogers were, left to right, Sara Mac Smith, Barry Keen, Brenda Summer, Ronny Seckinger, Linda Kimbrough, and Patsi Willingham.

TEXAS GULF COAST—George Haddaway, editor and publisher of Flight magazine, Dallas, was named president of the Texas Association of Sigma Delta Chi. He was elected as some 200 journalists from throughout the state climaxed their annual convention in Galveston.

Other officers are George Hurd, publisher of the North Side Recorder, San Antonio, vice president for professional affairs; Myles Knape of Sam Houston State College, Huntsville, vice president for undergraduate affairs; Gene Robbins of the Houston Chamber of Commerce, vice president for expansion; Bill Haworth, Bell Helicopter Co., Fort Worth, secretary; Jim Knight, Aluminum Company of America, Rockdale, treasurer.

During three days of sessions the newsmen heard a series of speakers led by Tomme Call, Corpus Christi Times editorial writer, the outgoing state president. John Troan, medical and science writer for the Scripps-Howard Newspaper Alliance, told of a new missile which might land a 70-ton nose cone on the moon and which "will probably be the greatest amount of rocket energy ever unleashed simultaneously." Turning to the field of medicine, Troan declared, "heart surgery has passed the point where it is exploratory. Now, in many places, heart attack is treated on the same level as appendicitis—with a regular routine and a standard operating room preparatory formula."

Chester Lauck of Continental Oil Co., the former "Lum" of the "Lum and Abner" show, was featured speaker at another dinner session. Texan James A. Byron, national president of Sigma Delta Chi, spoke to a breakfast session, and discussed some of the opportunities of the journalistic profession.

Another highlight for delegates was a visit to the Galveston News-Tribune hosted by General Manager David C. Leavell. The News was founded in 1842, "while Texas was a republic."

General chairman of the convention was L. J. Cassell, director of public relations for the Gulf, Colorado and Santa Fe Railroad.



UTAH—Samuel J. Taylor, right, University of Utah Sigma Delta Chi chapter secretary, received the annual SDX award for the outstanding senior from chapter advisor M. Neff Smart. Taylor, who completed his college work after a tour of duty in the Army, is editor and publisher of the Moab Times-Independent, and is a member of the board of directors of the Utah State Press Association. He received the award at the annual awards banquet of the University of Utah Journalism Department.

TENNESSEE—Coleman A. Harwell, editor of The Nashville Tennessean, told the University of Tennessee undergraduate chapter that American newspapers now have a greater responsibility than ever to provide leadership to other nations.

Harwell, who recently returned from a globe-circling trip sponsored by the U. S. State Department, said "this trip taught us one great lesson. That is the great responsibility that is ours along with the freedom we have in this country."

Harwell, Norman Bradley, associate editor of the Chattanooga Times, Carl A. Jones, publisher of the Johnson City Press-Chronicle, and John Hart, general manager of WBIR, Knoxville radio and television station, were initiated into the fraternity.

Harwell and Kenneth Olson, dean emeritus of Northwestern University's Medill school of journalism addressed professional and student groups during their 10-week trip.

"It is tragic to talk to people in foreign countries who hunger for the freedom we have," Harwell said. "These countries, especially those under dictatorships, want to be free. They want to pattern their countries after Western ways. They are all eager to be as we are. Some know it is impossible now. Many fear it will never be possible."

Harwell visited Greece, Israel, Afghanistan, Ceylon and Indonesia.

He said they were warmly received and that they spoke as freely in dictatorial states as they would in the United States. "The people invited us to express ourselves fully," he said.

He added that in none of the countries visited was the

press as unrestricted as it is in the United States. He said newspapers in some countries have a considerable degree of freedom, but almost always they are subsidized or under some degree of governmental control.

"The situation is the same in many places we visited," he said. "Competent and qualified people just going through the motions."

The groups which Harwell and Olsen addressed showed keen interest in the value of journalism schools and professional societies, he said.

"I came away convinced that we as a profession are deeply indebted to these organizations for lifting the standards of journalism in this country."

He said in his opinion the only thing that can assure a free press is "people with freedom and with the intelligence to use it."



MILWAUKEE—Dr. Charles W. Landis "psychoanalyzes" new professional member D. E. Whelan, managing editor of the Eau Claire, Leader-Telegram, while other new professional members, left to right, John Reddin of the Milwaukee Journal, Joe Botsford of the Milwaukee Sentinel, Leonard Scheller of the Milwaukee Journal, and Wayne Gaedtke of the Milwaukee Sentinel, look on. Dr. Landis, Director of Mental Health for the Milwaukee County Psychiatric Hospital and Clinics, addressed the founders' day meeting of the Milwaukee professional chapter and the Marquette university chapter. Dr. Landis described the mental quirks of some recent criminal offenders and advised members of their obligations in handling news concerning psychiatry. Dr. Landis is an active member of the Milwaukee professional chapter, having studied journalism at De Pauw university before going to medical school at Indiana university where he completed his studies in psychiatry.

WISCONSIN— The University of Wisconsin chapter celebrated Sigma Delta Chi's 50th anniversary and its 35th annual Gridiron Banquet and featured author-editor Harry Golden at a recent meeting.

Golden, author of the best-seller, "Only in America," put the program on a national basis as he chided political and social institutions, dwelling particularly on the integration problem.

Golden called himself a radical and advocated immediate, total desegregation. He has regularly campaigned for integration in his one man newspaper, the Carolina Israelite. One of the largest crowds ever to attend the annual banquet shared in Golden's splatterings of "Goldenisms." His statement that he "heads the Jewish association for the preservation of Christian ethics," evoked both laughter and serious consideration.

This year the chapter's lampooning of city and state public figures took the form of a hard-hitting 30 minute radio show directed by Jerry Bartell, who acted as Gridiron roast-master. The format was a take-off on the weekend "Monitor" radio program.

With Golden's humorous but philosophical approach, and the chapter's effort in satire with malice towards some, the Madison audience got a rare chance to laugh at itself and reflect on its apparent shortcomings.

Golden, who is called the "Jewish Will Rogers" by his friend Carl Sandburg, received the traditional "Red Derby" for contributing the most towards the program.

Pictured above, Golden, second from left, chats with Willard R. Smith, past national president and Madison bureau chief of the Milwaukee Journal. They are flanked on the left by Robert Sheldon, University of Wisconsin chapter president and on the right by Edward Aebischer, gridiron general chairman.





SAN DIEGO STATE—The San Dieguito, California, Citizen was named winner of the San Diego State undergraduate chapter award for contribution to education. The award was presented at an annual press awards banquet at Mission Valley Inn, San Diego.

Donald Dapham, left, representing the Citizen, accepted a trophy and permanent plaque from Bill Lemons, retiring chapter president.

Lionel Van Deerlin, radio-TV commentator and unsuccessful Democratic congressional candidate in 1958, told SDX members he is "not convinced the use of live television in the courtroom serves the best interests of justice." Van Deerlin, a former newspaperman, said witnesses "are usually terrified, and a live TV camera can only add to the tension." He said the camera might also bring out the "ham" in lawyers, serving no great judicial purpose.

John Martin, a junior in journalism at San Diego State, was elected president of the chapter for the coming year. Other new officers are Ronald Dollimore, vice president; Richard Bergmann, treasurer; and Harry Leon, secretary.

Personals

About Members

Herm Sittard, Minneapolis Star staff writer, won the 1958 Halloran award for a report on the criticisms of American education. The Halloran award is given annually in memory of the late M. W. (Mike) Halloran, for many years a political writer for the Minneapolis Star. The award is for the outstanding story by a Star staff member combining quality of writing, reporter initiative and reporting competence. Sittard also won the award in 1956.



Sittard

James C. Totten, former Michigan newsman and member of the Central Michigan chapter of SDX, has been appointed editor for the Continuing Education Service at Michigan State University. Prior to coming to Michigan State in 1956, Totten was public relations director for the Kalamazoo Chamber of Commerce.

Delmar Nelson has been named managing editor of the Daily Review, Hayward, California. Nelson came to the newspaper two and one half years ago as city editor from the Arizona Republic in Phoenix, Arizona.

Ernest Mazzatenta has been named managing editor of the Peru Daily Tribune, Peru, Indiana.

Charles E. Burgess, editor of the Tazewell Courier, East Peoria, Illinois, and Miss Arene Ann Wiemers were married recently in Petersburg, Illinois.

Nigel S. Hey is now sports editor of the Bermuda Mid-Ocean News. He took the position after working with United Press International in Salt Lake City.

Promotion of **Joseph W. Kutchin** to account group supervisor was announced recently by Harshe-Rotman, Inc., Chicago based public relations firm. Kutchin has been an account executive with the company for the past five years.

Ralph McGill, winner of the 1959 Pulitzer Prize for editorial writing, delivered the fourth annual Joseph Pulitzer Memorial Lecture at Columbia University's Graduate School of Journalism. McGill, editor of the Atlanta Constitution, recently completed his thirtieth year with that newspaper.

Sam N. Sherman, Wisconsin public relations manager for the Pabst Brewing Company, has been named public relations director for the firm's national operations. Sherman was with the Milwaukee Journal for 20 years prior to joining the Pabst Brewing Company six years ago.

James A. Reynolds, formerly a member of the Wall Street Journal's Washington bureau, has joined National Geographic as an editor-writer.

Martin Kasindorf, was recently elected editor of the Daily Bruin, UCLA student newspaper, in a campus-wide election. He was also named president of the UCLA SDX undergraduate chapter and campus correspondent for the Los Angeles Examiner.

After nearly six years on the copy desk of the San Francisco Chronicle, **Dick Israel** has joined the CBS Television Network as a publicist in the Press Information Department in Television City, Hollywood, California.

Rheem Manufacturing Company has appointed **Webster A. Jones** corporate assistant director of public relations with offices in Los Angeles. He has been manager of public relations and advertising for Rheem's Defense and Technical Products Division at Downey, California.



Jones

David Botter, assistant managing editor of Look Magazine, gave the principal address at the Medill School of Journalism honors convocation at Northwestern University.

Gilbert Jonas returned from a two-month visit to the Far East and Southeast Asia, including a five-week inspection tour of the Republic of Vietnam. Jonas is vice-president of Harold L. Oram, Inc., a public relations firm which has represented South Vietnam for four years. His visit was highlighted by a five-hour conversation with Vietnam's President Ngo Dinh Diem.

Erwin Boll, West Germany's press representative in Chicago, recently returned to Bonn.

Jim Brooks, SDX national public relations co-chairman, recently left Ekco Products where he was director of public relations, to take over his own weekly newspaper, the Gilbert Enterprise, Gilbert, Arizona. Brooks was replaced by **Larry Schaffell.**

Thomas C. Abbott has moved to the General Motors central office public relations staff, Detroit. He has been assistant regional manager in the Chicago office since joining General Motors in 1955. Tom had been elected president of the Chicago professional chapter but surrendered that post to **Al Orton,** AP Chicago bureau chief.



Abbott

John E. Fields has been appointed executive vice president of Maple Investment, Inc., Los Angeles. Formerly president of Huddle Restaurants, and previously vice president in charge of development at the University of Southern California, Fields will handle corporate acquisitions and commercial and industrial investments for the company.

Ted Hutchcroft left the Special Reports Division of the Office of Information, United States Department of Agriculture, to assume the position of Information Director of the National 4-H Club Foundation.

Herbert D. Hancock, general manager of the Chelsea Record, was recently elected president of the Provident Co-operative Bank.

Laurence A. Dunn, assistant vice president of United Illuminating Company, was named vice president in charge of Bridgeport, Connecticut, operations. He has been the company's merchandise manager since 1945, and also supervises the company's advertising and publicity programs.

Associated Press executives combined with 300 top Texas newspaper officials recently to honor **Frank King,** retired AP general executive for the Southwest. King, who retired at 65, was given a dinner by the Corpus Christi Caller-Times, which also observed its 75th anniversary.

Hartley W. Barclay is devoting his full time now to The Management Research Institute. He was publisher of Tide Magazine before its sale to Printers' Ink.

Norman Weissman has been appointed vice president of Ruder and Finn, Inc., public relations agency. Before joining that firm in 1956, he served as director of public relations of the Department of Air Pollution Control of New York City.



Weisman

Milton V. O'Connell, former New York and Chicago newspaper editor and executive, has joined the staff of J. Robert Rowley and Associates, Inc., Miami, Florida, public relations firm, as an account executive. He has been a member of the editorial staffs of the New York Times, New York Sun, and New York Herald Tribune, and more recently the executive promotion director of the Chicago American.

Floyd G. Arpan, Northwestern University professor of journalism, has been named director of the Business Press Institute at the University's Medill School of Journalism. **Jack Z. Sissors,** assistant professor of journalism, has been appointed assistant director. The appointments were announced by **Dean I. W. Cole.** The Institute is to be a center for information about the business press and will offer seminars and short courses for professionals in the business press field.

William F. Balthaser, morning news director of WDEL, Wilmington, Delaware, has won the second annual Earl Godwin Memorial Award. He is spending six months in London as an NBC news correspondent.

National President **James A. Byron,** news director of WBAP AM-FM-TV, Fort Worth, spoke at the 29th annual convention of the Southwestern Journalism Congress at the University of Texas. He talked about "New Dimensions in Broadcast Journalism."

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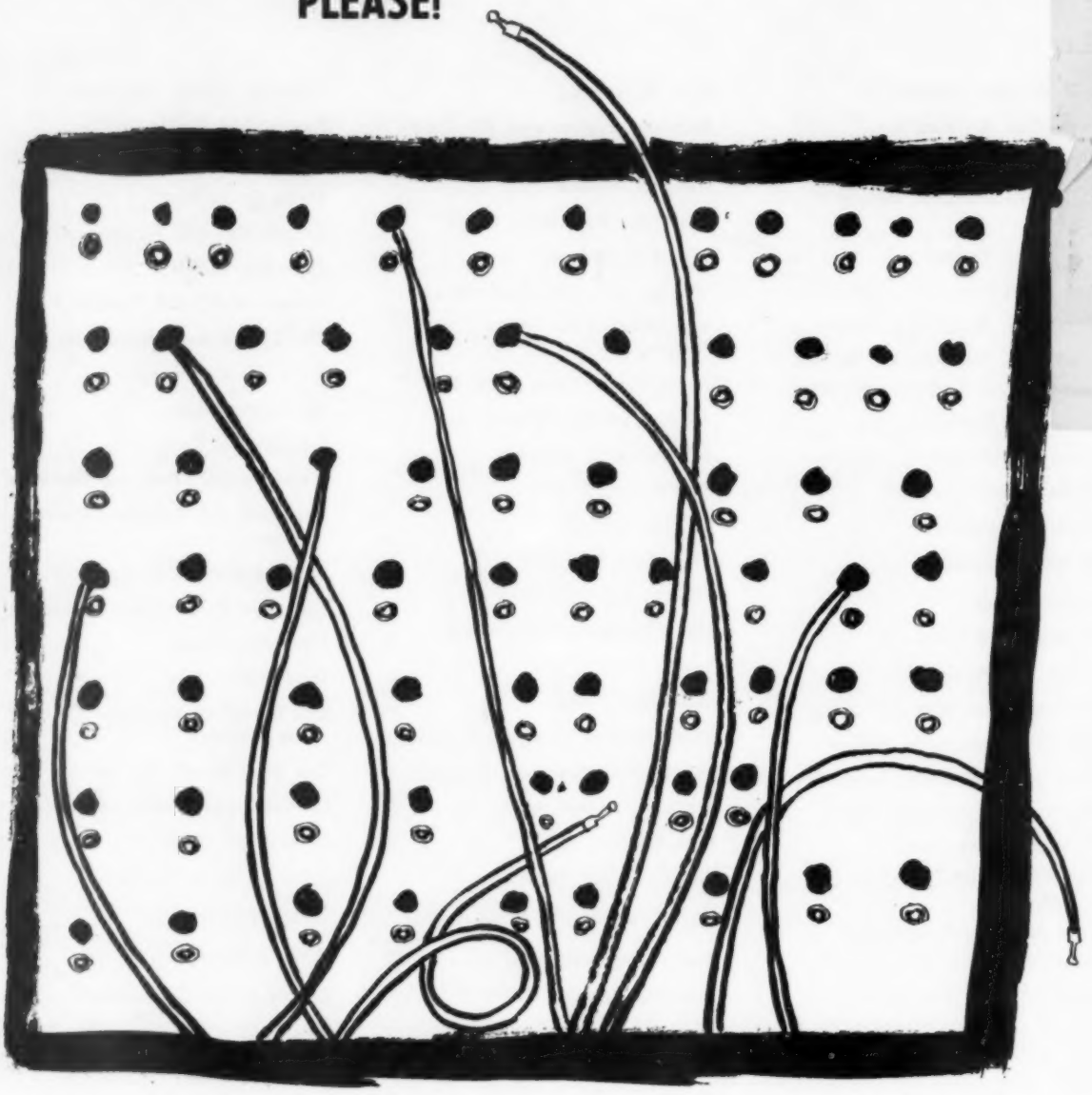
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